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THE NATIONAL NEWSPAPER OF MARKETING

Jones & Lamson Plans to Prune '61 Media List

'Dimensional Advertising' to Replace Overburdened Sales Effort, Wood Says

SPRINGFIELD, VT., July 19—Jones & Lamson Machine Co.—finding "the industrial selling task becoming more difficult and complex" and noticing "serious gaps in our marketing operations"—has decided to cut down on the number of publications carrying its advertising. Its objective is to use fewer publications more heavily—to "dominate" in advertising.

The move is being made known to media representatives by a letter from Jordan D. Wood, manager of marketing service for the company. Jones & Lamson has a 1960 budget of $400,000 for advertising and promotion, with about $220,000 going into media and $50,000 earmarked for marketing services.

■ Mr. Wood, who told AA he would like to have his management boost his media budget, said that his company's objective would be "not to saturate but to dominate." He said Jones & Lamson is currently using 16 business magazines (including two Canadian publications and *Business Week*) and that his hope is to pare this list down to

(Continued on Page 100)

IRONIC?—*Despite politicians' apparent disdain for advertising, a prominent former adman will be the only person to address both Democratic and Republican conventions this year. He is John C. Cornelius, retired exec vp in charge of western offices for Batten, Barton, Durstine & Osborn, now president of American Heritage Foundation. He is stressing the importance of voting and of financially supporting the party of one's choice. The picture shows him in action at the Democratic convention; he will appear at the Republican convention this week.*

'Good Mail' Protest Felt . . .

Bras, Girdles, Clips of Torrid Movie Clutches, Get NAB Review

Code Board Impressed by Complaints from Women and Religious Groups

NEW YORK, July 22—Impressed by a rising crescendo of complaints from literate viewers, some telecasters are beginning to wonder if they should continue to accept bra and girdle advertising.

Ads for what on Mother's Day at least were feminine unmentionables have drawn as much tv pan mail in recent months as any other subject. Networks, stations and the National Assn. of Broadcasters have heard from a great many women who consider it a violation of their privacy to show before mixed audiences something they consider their own personal business.

The first indication of the industry's growing concern with this delicate problem came this week when the personal products subcommittee of the NAB TV Code Review Board, after a two-day meeting here, warned that some bra and girdle commercials—it didn't say which—need revision.

■ But the board's call for further improvement in the standards of bra and girdle advertising on tv appears to be only part of the story. There is a segment of the industry which reportedly feels that bras and girdles are not an acceptable classification for tv advertising. This group would put them in a too-sensitive-for-tasteful-tv handling category along with the already out-of-bounds feminine hygiene products and hemorrhoid preparations.

Critics of bra and girdle video ads appear to be getting serious consideration within industry-policy making circles for a couple of reasons. In the first place, much of the mail is what one tv censor terms "good mail," that is, it comes from obviously "substantial, high-level" people, who present their point of view in a very effective manner. They take a strong dislike to the blatant living room demonstrations of the devices women use to retain girlish figures; these women say they do not even care to talk about such subjects.

■ In the second place, a fair amount of mail seems to come from religious groups. Some of these writers emphasize their objection to having the sexual characteristics of the female thus displayed before their children and before that most sexually-curious group of all—adolescents.

There was a difference of opinion among telecasters last year when the industry self-regulation group decided to outlaw hemorrhoid treatment ads, with dissi-

(Continued on Page 98)

Government Survey to Provide Marketers With Spending Data

WASHINGTON, July 20—A new nationwide study of consumer buying habits soon to get under way at the Bureau of Labor Statistics will eventually provide marketers with detailed information about how consumers are spending their paychecks.

The survey updates a similar study made just a decade ago. Among other things, it will show which consumer items have gained in importance in family budgeting since 1950.

The surveys, compiled by the Bureau of Labor Statistics, will provide data on the kinds and

(Continued on Page 98)

Delayed Fuse on Shell?

Continental Oil Splits with Benton & Bowles, Seeks Agency

Regional Account Bills $3-$4,000,000; Hobler Denies Solicitation Hassle

NEW YORK, July 20—A delayed fuse attached to Shell Oil's recent switch from J. Walter Thompson Co. to Ogilvy, Benson & Mather (AA, June 27), today touched off a split between Continental Oil Co., Houston, and its agency for the last eight years, Benton & Bowles.

The connection was this: Benton & Bowles solicited, along with Kenyon & Eckhardt and Ogilvy, Benson & Mather, the $11,000,000 Shell account. Continental bills between $3,000,000 and $4,000,000. Ogilvy won the Shell competition, and was abruptly kicked off the Esso institutional account. When AA reporters checked the agencies during the period when Shell was choosing an agency, they were told that Ogilvy had told Esso it intended to solicit Shell, and that Benton & Bowles felt Continental and Shell were non-competitive. (The Esso institutional account has not yet been awarded to OBM's successor.)

■ The Conoco-Benton & Bowles bust-up was announced in a statement issued today by the agency and Melvin S. Hattwick, director of advertising for Continental. The statement said: "Several weeks ago Benton & Bowles offered its resignation to the Continental Oil Co. in order to solicit another national oil account. This resignation has been accepted by Continental Oil and will be effective at a time mutually agreeable to client and agency."

Mr. Hattwick, whose first task for Conoco when he joined the company from Needham, Louis & Brorby in 1952 was to select a successor agency to Geyer, Newell & Ganger, was in New York this week looking for an agency to pick up from Benton & Bowles

(Continued on Page 98)

Halt National, Retail Ad Rate Spread: Sawyer

65% Rate Differential Is Hurting Newspapers, Representative Says

NATIONAL BRIDGE, VA., July 19—Warning newspaper publishers that the spread between retail and national ad rates has been increasing for some ten years, J. H. (Jake) Sawyer, vp of Sawyer-Ferguson-Walker, newspaper representative, advised publishers to "do everything possible to prevent a dangerous situation from getting worse" if they should raise rates in the future.

In a talk here last weekend before the Virginia Press Assn., Mr. Sawyer maintained that the rate

(Continued on Page 98)

Buchen Acquires Dobbins Agency; Opens N.Y. Office

NEW YORK, July 22—Buchen Co., Chicago agency, moved into the New York market this week by acquiring Dobbins, Woodward & Co., South Orange, N.J., and by opening a new office here.

The Dobbins, Woodward name will be dropped and the agency will be operated as the eastern division of Buchen Co. Emery E. Dobbins, former president of Dobbins, Woodward, will become senior vp of Buchen in charge of the eastern division.

Buchen's Manhattan office is located at 730 Fifth Ave. and it will be operated initially as an account service office. Production and art and copy work for Buchen in this area will be handled in the South Orange, N. J., office.

■ As a result of the merger-acquisition, Buchen will add about $1,500,000 in additional billings and some 20 accounts. Among the larger clients of Dobbins, Woodward are the South Bend and Utica divisions of Curtiss-Wright Corp. and the Trojan division of Yale & Towne Mfg. Co. Dobbins, Woodward billed $1,120,337 in 1959.

Buchen's plan to open a New York operation was reported exclusively by ADVERTISING AGE several months ago (AA, May 30). Prior to this development, the agency had offices only in Chicago.

Last Minute News Flashes

Mennen Assigns Eight Products to Tatham-Laird

MORRISTOWN, N. J., July 22—Mennen Co. has named Tatham-Laird, New York, to handle Speed Stick deodorant, Afta shave lotion, Quinsana and Athlecin, plus four new products, effective Dec. 1. Billings are estimated at between $750,000 and $900,000. Warwick & Legler formerly handled Speed Stick; Grey Advertising Agency previously had the other three products. Mennen said Tatham-Laird was hired because of the many new products to be marketed this year.

Warner Asks Agencies to Bid on Foundation Account

BRIDGEPORT, CONN., July 22—Warner Bros. Co. has invited C. J. LaRoche & Co., its agency of 12 years standing, and three other agencies whose work it admires, to make solicitations for Warner's bra, girdle and corselet account. D. M. Marshman Jr., ad vp, said Warner would decide by Aug. 15 whether to stay with LaRoche or move. He said the account runs "substantially over $1,000,000."

Hazel Bishop Negotiates for Winchell on ABC-TV

NEW YORK, July 22—Hazel Bishop Inc. at press time was negotiating with ABC-TV for a news-commentary-interview show with Walter Winchell to start Oct. 2. It reportedly would start as a half-hour show Sunday at 10:30 p.m., EST, and then be cut back to 15 minutes at 11 p.m., as of Nov. 27. Mr. Winchell filed a $7,000,000 breach of contract suit against ABC in 1955 but dropped it two years later when the network scheduled "The Walter Winchell Film." Hazel Bishop's agency is Raymond Spector Co.

(Additional News Flashes on Page 97)

News from All Over on the Political Front . . .

Demo Chairman Denies Ad Tax, Applauds Adman

Sen. Jackson Wouldn't Single Out Advertising; 'Didn't Recall' Slurs

EVERETT, WASH., July 19—Senator Henry M. Jackson, new national Democratic chairman, today tossed a bucket of ice water on any proposal for a tax on advertising.

Asked specifically by ADVERTISING AGE whether a tax on advertising was under consideration by national Democratic leaders, Sen. Jackson said: "I have never heard of it. I do not know of any such proposal." He added that there was nothing in the platform about such a tax, but went on with a word of caution that "the more they (advertisers) talk about this the more they stir people up." At another point he came back to this point: "If they keep stirring this up they might promote the idea."

■ As to his own feelings on such a tax, Sen. Jackson said: "I can only speak as an individual."

Regarding a tax on advertising, Sen. Jackson went on: "If it was a discriminatory tax, I would oppose it. If it was a general tax applicable to all business, then advertising should not be exempt. But I would not single advertising out."

Commenting on the extent to which advertising and public relations men may be used in the coming campaign, Sen. Jackson said there have been no top policy meetings yet and therefore he could not say. Sen. Jackson is known, however, to have made use of the full help of the Seattle agency, Miller, Mackay, Hoeck & Hartung in his own campaigns for office, and particularly of Gerald Hoeck, a partner. Mr. Hoeck was active at the Los Angeles conven-

(Continued on Page 10)

Mott Describes Mass Audience as Formless, 'Terrifying Monster'

MADISON, WIS., July 21—Frank Luther Mott, dean emeritus of the University of Missouri school of journalism, today described the mass audience as "the most terrifying monster of mid-20th century America."

"What makes this modern 'mass' so frightening," he said, "is that it is so large, at first sight so amorphous, and certainly so hard to examine, to classify, to predict and to manage."

■ Addressing the 1960 public relations institute at the University of Wisconsin, he lashed out at the "equalitarian fallacy" which "casts its shadow over the entire process of mass communication—over newspaper and magazine editing, over radio and television programming, over advertising copywriting."

Mr. Mott referred to this "equalitarian fallacy" as "the 'big lie' of mass communication operation" which "has a tendency to produce a certain sameness."

He asserted that "there is too much inclination to alibi a lack of boldness by insisting on the dangers of aiming too high in the scale of intelligence of the mass audience, and by placing the whole blame for shoddy performance on the people in general." #

Convention Sponsors Report Casual Concern over Demos' Ad Criticism

NEW YORK, July 21—The cascade of anti-advertising comments which splattered over the Democratic national convention caused only negligible reaction among the television and radio sponsors.

In a check of sponsors this week, ADVERTISING AGE could find only occasional resentment. None of the sponsors considered that the comments hurt his commercial presentation, and some of the advertiser and agency men were unaware that any derogatory comments had been made.

Here's a quick rundown of the reactions:

The biggest convention sponsor of all, Westinghouse Electric Corp., full sponsor of both conventions, campaign reports, and election night returns on CBS-Radio and CBS-TV, was not at all bothered by the anti-advertising remarks inserted in some of the Democratic speeches, according to Chris J. Witting, vp and general manager of consumer products.

Was the convention a good buy? "Very definitely so," answered Mr. Witting. As evidence he cited:

(1) 400,000 ice trays offered for 97¢ as a traffic builder, were moved during the first week of what this company considers a

(Continued on Page 106)

Temperance Groups Poll Candidates on Anti-Liquor Tax Bills

LOS ANGELES, July 20—Taking the approach that temperance in alcohol consumption may be best achieved by discouraging liquor advertising, the California Council on Alcohol Problems has sent each California candidate for U.S. Congress a letter asking him to express his stand on four items of proposed legislation, two of which would drastically restrict liquor advertising. A similar action has been taken by an Iowa temperance group.

The California letter, signed by Bergen Birdsall, executive director of the council, states that while the group is non-partisan and does not endorse candidates for public office, it does provide an information service to all California churches of 28 Protestant denominations.

■ Mr. Birdsall asks the candidates: "If you are elected, will you support and vote for the following items of proposed legislation if introduced in the next Congress?:

"1. A bill to prohibit the serving of alcoholic beverages to airline passengers, such as S1432 introduced by Sen. Thurmond of South Carolina in the present Congress.

"2. A bill to provide grants in aid to the states to assist in the educating of children with respect to the harmful effect of tobacco, alcoholic beverages and other potential deleterious consumables, as in S1394 introduced by the late Sen. Neuberger of Oregon.

"3. A bill to ban all advertising

(Continued on Page 10)

Ad Assn. of West Protests Slurs at Demo Convention

Calls on Jackson to Note Advertising's Services; Demo Admen 'Affronted'?

SAN FRANCISCO, July 20—The Advertising Assn. of the West this week protested the language used about advertising and advertising men at the Democratic national convention. In a letter to Sen. Henry Jackson, new chairman of the party, the AAW called attention to the services of advertising, and called the caustic comments "an affront" to advertising men now working with the Democrats.

The letter, signed by Donald Ostensoe, AAW president, and Charles W. Collier, exec vp, read:

"Many members of the Advertising Assn. of the West, which comprises 6,500 persons in 13 western states, have called our attention to what they, and we, feel were unwarranted statements made at your national convention in Los Angeles by the keynote speaker, Sen. Frank Church

(Continued on Page 106)

Greatest quality-value triumph in radio history!
$9.95
Only Admiral's leadership in mass automation methods makes this sensational value possible!
ADMIRAL

GOOD OLD DAYS—*Admiral Corp. will introduce this four-tube radio with newspaper and magazine ads in September. It is priced the same as the company's first radio, introduced in 1934.*

More Cars, Fewer Dealers Is Outlook for '61 Model Race

DETROIT, July 21—Although the number of name plates in the market will be increased when the 1961 automobile model year starts, and more dealers will be handling compacts, there will be several hundred fewer domestic car dealers.

Franchises are expanding in number to take care of the compact influx, but this means in most cases a dealer is handling a little car in addition to his traditional deal.

Up to mid-year American compact cars were being sold by 46.2% of the domestic dealers. This figure will be expanded considerably when the four new small cars, Chrysler Corp.'s Lancer and General Motors' Tempest, F-85 and Buick Special go on the market. Almost all dealers except Cadillac franchise holders will be offering at least one compact car next fall.

■ A count made June 1 by Ward's

(Continued on Page 99)

Fights Jap Inroads . . .

Admiral Combats 'Invasion' with $10 Radio, Ads

Electronics Maker Uses Patriotic Appeal to Woo Back Consumers

CHICAGO, July 21—Admiral Corp. will make a frontal attack on the rising tide of low-price imported electronic products by introducing a four-tube table model radio for $9.95.

Introductory advertising—via Henri, Hurst & McDonald—will begin early in September via a heavy print campaign. About 108 newspapers will be used for factory-placed advertising, with local co-op ads added to this. Magazines scheduled for partial page ads include *Esquire, Life, Look, The New Yorker, The Saturday Evening Post* and *Time*.

The radio, called the Avalon, is priced at the same level as the company's first radio introduced in 1934.

■ Ross D. Siragusa Jr., vp-electronics division, Admiral Sales Corp., said that while Japanese transistor radio imports have received considerable publicity, their tube radio shipments to the U.S. have gone "virtually unnoticed" while nearing 500,000 units last year.

"Our new radio would not have been possible without the complete support and cooperation of our component suppliers who have been concerned about the millions of dollars of foreign electronic components and finished radios being brought into this country," Mr. Siragusa said.

■ Admiral has also expanded its ad "attack" on low-price Japanese electronic items.

To stress the value of U.S.-made goods over the less expensive imports, Admiral is running a line on its outdoor spectacular in Times Sq. in New York, which

(Continued on Page 106)

Head Shrinkers Are Not Word Tinkers, Newsletter Reveals

ANN ARBOR, July 19—Motivational researchers who are anxious to keep up with the argot of psychiatrists will find some bright grammar-drama in the departmental newsletter of the University of Michigan Neuropsychiatric Institute.

Some examples culled from doctors' clinical reports:

• "As far as one can determine, she had been a fairly active person in local affairs and has given birth to five children."

• "The mother and father, at present, are dead."

• "She had an unhappy love affair and also had ideas of having given birth to baby rabbits. This, of course, sounds pretty unhealthy."

• "The patient said his greatest wish was for Gus Triandos to hit a home run. He showed gross disorganization in his thinking."

• "He was obviously withdrawn (under the covers)."

• "She said she did not care for money, that she never had any money, and that she didn't want any money because money only meant trouble. Her emotional reactions were very shallow." #

Highlights of This Week's Issue

Legal staff of the Federal Communications Commission advises the commission to cancel the license for Miami's tv Channel 7, now held by Biscayne Television Corp. ..... Page 4

Southern California Plymouth Dealers Assn. and Valiant Advertising Assn. reorganize into one group under the name Plymouth Dealers Assn. of the Los Angeles Region ..... Page 6

Zonolite Co. moves its $150,000 to $200,000 account from Erwin Wasey, Ruthrauff & Ryan to Fuller & Smith & Ross ..Page 8

Top 50 U. S. cities in population have 39,000,000 people, with top five accounting for 17,000,000, or one in ten of every U. S. citizen, according to Census Bureau preliminary figures from the 1960 census ..... Page 12

Used car dealers view compact cars as competition, but predict they will have a poor resale price ..... Page 18

Topics Publishing Co. 13th annual report shows that Americans spent a record $7,247,640,000 last year in the nation's 54,000 drug stores ..... Page 24

Walter Gruetter, Swiss marketing consultant, inaugurates a combination trade mission and one-man traveling exhibition for five European companies ..... Page 29

Kimberly-Clark Corp. repackages its "hunters pack" flare-red Kleenex tissues for test marketing aimed at housewives ..... Page 30

Oregon voters will vote in November on an initiative petition that would virtually eliminate outdoor advertising on interstate freeways in Oregon ....Page 36

New York Stock Exchange will launch its $950,000 fall campaign with a 16-page color insert in the October Reader's Digest ..... Page 46

Tom Bissl, radio-tv director of Botsford, Constantine & Gardner, says that difficulty in buying radio is the prime reason for the decline in the percentage of national advertising dollars spent in radio ..... Page 51

David H. Halpern buys an interest in World Wide Information Services and joins the company as chairman of the executive committee ..... Page 52

General Electric Co. will enter the air purifier field this fall with a portable model, priced at $59.95 ..... Page 60

Tariff Commission promises to look into the "dumping" of bicycles from Czechoslovakia, as the bicycle industry reports that imports are on the rise again ..... Page 64

Direct Mail Advertising Assn. will select more than 60 winners in its 1960 direct mail leaders contest on Aug. 16 ..Page 68

Federal Communications Commission files a postscript to the KIMN off-color language case by reprimanding the announcer who made the remarks ..Page 79

John Player & Sons runs a four-page advertising supplement in the London Times to celebrate the 60th anniversary of Player's cigarets ..... Page 82

Bolger Co. completes study of the image profiles of 11 consumer magazines, measuring 32 characteristics of each through more than 4,000 personal interviews in 36 cities ..... Page 91

A. C. Gilbert Co. sets its Yuletide campaign, to be devoted about half to network tv and half to print ..... Page 96

Associated Business Publications and National Business Publications wage a persistent campaign to persuade federal authorities to take away special tax and postal privileges enjoyed by some publications ..... Page 104

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FDA to Screen Promotion for All New Drugs

WASHINGTON, July 21—The Food & Drug Administration moved today to get a firm grip on ads and circulars that are being used to promote new drugs to the medical profession.

Under a proposal signed this week by Food & Drug Commissioner George P. Larrick, manufacturers of new prescription drugs would be required to submit samples of all their promotion materials.

If these go beyond the claims authorized in the official label attached to the company's application to market the new drug, FDA could institute action to take the drug off the market.

While the plan is still tentative, it has been officially announced in today's "Federal Register," the government's journal-record. The industry has been given 60 days in which to file its comments.

■ The move is part of the administration's answer to charges by the Kefauver committee that existing FDA rules fail to guard the public and the medical profession from substandard and over-advertised drugs.

During its hearings this spring, the Kefauver committee heard testimony that brochures for new "miracle" drugs sometimes promise too much. FDA spokesmen subsequently conceded there have been cases when so-called "ethical" drug companies have been called on the carpet for their promotion materials.

As an all-out answer, Secretary of Health, Education & Welfare Arthur Flemming has asked Congress for legislation substantially broadening FDA's power to inspect drug plants, and supervise the testing of new drugs.

■ Secretary Flemming admitted

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Sears Retail Media Outlay Rises for 14th Straight Year

CHICAGO, July 20—Sears, Roebuck & Co. revealed last week that it spent $69,529,500 in retail media during 1959, marking the 14th consecutive rise in its expenditures since the end of World War II.

In 1945 Sears spent $14,155,000 in retail media, down from a prewar high of about $18,000,000. The rise has been steady since then, even during 1949 and 1954, when total retail sales dipped from the previous years.

Back in 1925, Sears had eight stores and spent $438,000 in advertising. The $69,529,500 last year was used by 734 stores now in the giant retail chain.

■ Since the war, Sears has spent $650,101,000 in retail media. Newspapers have always received the major share of the money, averaging about 74% during the 14-year span. The amount spent in newspapers during the period totaled $485,770,000, including $52,520,000 last year.

The total retail expenditure last year was $5,218,500 over the $64,311,000 spent in 1958, and represented 1.7% of retail sales. In 1945 Sears' retail media expenditure was 1.23% of retail sales.

Newspaper spending last year went to 925 daily and weekly newspapers throughout the U.S. Advertising through radio, television and circulars accounted for the rest of the retail expenditure in '59. #

Spend 25% of Time on Future Plans, Market Execs Urged

NEW YORK, July 21—Stuart D. Watson, board chairman of McCann-Marschalk Co., today advised marketing executives to spend 25% of their time working on long-range problems.

Speaking to the Marketing Executives Assn. of New York, Mr. Watson said marketing men must plan on change and recognize the importance of "managing change."

He offered this watchword: "We must remember every day that what we are doing today is becoming obsolescent."

■ The agency chief added:

"Every time we are faced with an immediate sales problem, I suspect it had its beginning one, three or five years ago and is evidence of our failure to manage change properly. Therefore, if we are to contribute importantly to the future of an enterprise we must project our thinking one, three or five years in advance.

"If I were to ask each of you how you spent your time yesterday, I presume about 90% of your collective effort was devoted to problems or solutions of the moment, or to activities which will culminate within six months.

"As a marketing manager, you should discipline yourself to spend 25% of your working hours against 1962 or later." #

King Named FCC Commissioner

The Federal Communications Commission was brought to full strength this week as Charles H. King was sworn in as the seventh commissioner. Mr. King was given a recess appointment July 13 to fill the vacancy caused by the resignation of John C. Doerfer. The new commissioner is on leave from the Detroit College of Law where he has been dean since 1944.

Lesli Names Mohr & Eicoff

Lesli Laboratories, Chicago, has named Mohr & Eicoff, New York and Chicago, as agency for its new Lesli professional home facial kits. Newspaper and tv will be used in market-by-market introduction. Lesli said it plans to introduce three more new products in the cosmetic field soon.

Roy Smith Ayers Pingel McCormick

TOP EXECS—*Four top executives of the new Ross Roy—BSF&D Inc. are Guy C. Smith, surviving member of the founders of BSF&D, who will remain in a senior consultant capacity; Ross Roy, chairman of the board and chief executive officer; Walter C. Ayers, president and head of the New York office; John S. Pingel and T.G. McCormick, both exec vps.*

Now It's Official—Newly Merged Detroit Agency Is Ross Roy-BSF&D

DETROIT, July 19—Merger of two Detroit advertising agencies, Ross Roy Inc. and Brooke, Smith, French & Dorrance, first reported as in the making by ADVERTISING AGE a month ago (AA, June 27), was officially announced today in a joint statement from the officers of the new company, which will be known as Ross Roy—BSF&D Inc.

The combination creates an advertising and marketing organization having yearly billings around $25,000,000, with an aggressive expansion program planned.

■ Speaking at a luncheon meeting at the time of the announcement, Ross Roy said that the merger actually created an agency different than either member had been before. Ross Roy Inc. has been strong in merchandising, selling aids, sales training and direct mail; BSF&D has been strong in creative advertising. So "effective Aug. 1 we will truly be able to offer clients advertising with follow-through, which means creative help at every single step of the selling and distributive function."

■ Mr. Roy went on to explain the merger included provision for participation of employes in ownership of the new agency, with employe ownership slated to be expanded to 48% of the stock.

In the new agency, Ross Roy will be chairman of the board and chief executive officer. Walter C. Ayers, former president of BSF&D, will be president. Guy C. Smith will serve as senior consultant to the new organization.

John S. Pingel, exec vp of BSF&D and recently elected pres-

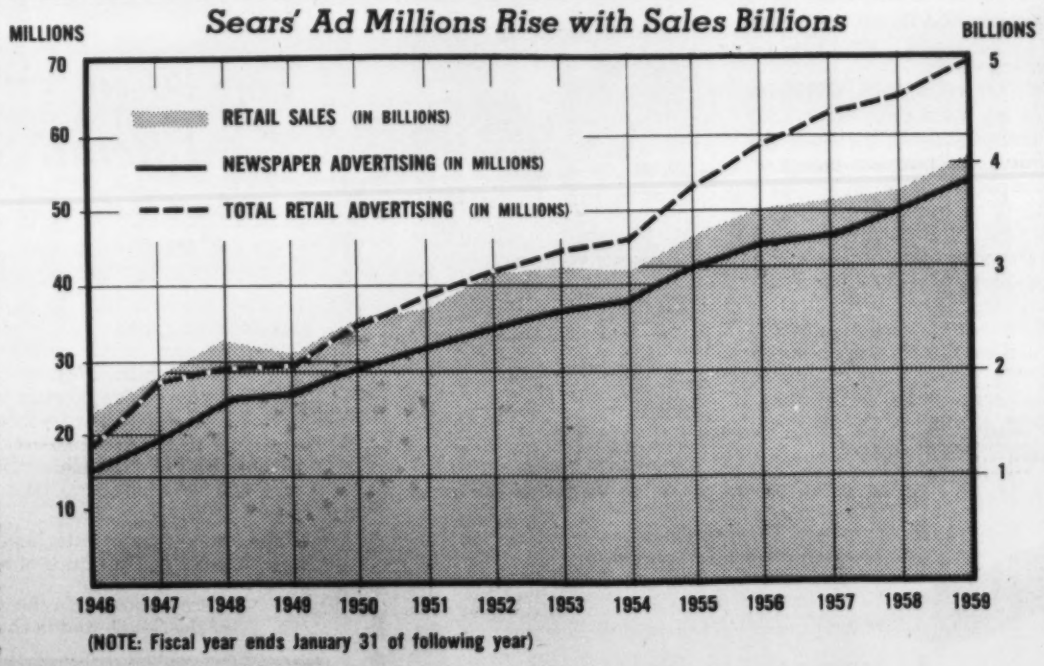
(Continued on Page 101)

'St. Pete Times' Elected to CCAN

MILWAUKEE, July 19—The *St. Petersburg Times* has been elected a member of the Consolidated Consumer Analysis Newspapers. With the addition of the *Times*, 22 newspapers now are publishing individual Consumer Analysis surveys.

CCAN asserted that St. Petersburg will add an important geographic element to the research reports, since this is the first southeastern market to be admitted to the group.

Representatives of all member newspapers of CCAN will meet Sept. 15-16 in Denver to discuss questions to be asked in the 1961 Consumer Analysis reports. It is expected that more than 100 basic questions will be agreed upon to be asked on an identical basis in all 22 CCAN markets. #



POST-WAR PROGRESS—*Chart shows how retail media advertising expenditures for Sears, Roebuck & Co. have paced rising sales since 1945. Retail sales rose from $1.61 billion in 1946 to $4.03 billion in 1959 (right side of chart). Total retail ad expenditures rose from $18,700,000 to $69,500,000 during the same period (left side of chart). As a share of sales, the advertising increased from 1.23% to 1.7% during the 14-year span. Newspaper advertising accounted for an average of about 74% of the retail expenditures.*

P&G Soap, Washer Tie-ins Limited by New FTC Order

Order Holds Agreements to 90-Day Maximum; Will Allow Successive Pacts

WASHINGTON, July 20—The Federal Trade Commission announced a consent order today which is supposed to prevent Procter & Gamble from arranging long-term contracts that would assure exclusive distribution of its products in new automatic washing machines and dishwashers.

The order, an outgrowth of a complaint against P&G and its wholly owned subsidiary, P&G Distributing Co., both of Cincinnati, also includes provisions which seek to prevent the use of advertising material which might induce housewives to assume that P&G products are in the machines solely because the manufacturers think they are better than any other.

The order lets P&G continue to have distribution agreements with machine manufacturers. However, it limits all agreements to a maximum of 90 days, and it specifies that P&G must not have more than

(Continued on Page 103)

Nielsen Offers Magazine-TV Audience Check

CHICAGO, July 19—A. C. Nielsen Co. is planning to sell a new cross-media service, dealing primarily with magazine and tv audiences, which Nielsen plans to put into operation this fall.

Under the new service, Nielsen will check the audience and audience characteristics of 11 magazines, to start with, along the same line as it now checks listening audiences—size and composition of families, educational and economic levels, as well as buying patterns and habits, total readership and unduplicated readership.

Nielsen's objective will be to tell an advertising buyer which media mix would be most valuable to him. For example, it could tell him which combination of magazines and tv shows would deliver the largest audience of actual or potential buyers of his brand or type of product.

■ The company told ADVERTISING AGE that the service is still pretty much in the "iffy" stage, and added that no one has purchased the service to date, although rates have been established for it. #

'Successful Farming' to Issue New Rate Card

Meredith Publishing Co., Des Moines, will issue a new rate card for *Successful Farming* on July 25, which contains a sliding discount scale and a cost-per-thousand table for advertisers using the magazine's 20 state and regional editions.

Meredith said that ad rates will be lower on the new card, particularly as the number of editions used is increased. Meredith also announced that the Illinois-Indiana edition will be divided into two separate editions, effective Jan. 1.

Bennett Adds One

South African Railways has appointed Victor A. Bennett Co., New York, to handle its advertising in the U. S.

Cancel Biscayne's Miami TV License, FCC Staff Advises

WASHINGTON, July 20—The legal staff of the Federal Communications Commission today took the position that the commission ought to cancel the license for Miami's tv Channel 7 now held by Biscayne Television Corp.

In a "proposed finding of fact" filed with Hearing Examiner Horace Stern, the commission's staff said Biscayne was among three Channel 7 applicants who arranged off-the-record approaches to influence the vote of former Commissioner Richard A. Mack.

The staff recommended that the three—Biscayne, South Florida Television Corp. and East Coast Television Corp.—be "absolutely disqualified" for further consideration in the case "or, in the alternative, their conduct should be weighed adversely against them in any future comparative consideration for the channel."

■ The case is one of a series explored by the House committee on legislative oversight, which received testimony that off-the-record contacts occurred while many important tv contests were pending before FCC. Last week FCC announced its intention of cancelling the license for Miami Channel 10 held by Public Service Television, and of re-evaluating the 1957 decision which gave Channel 5 in Boston to WHDH Inc. (AA, July 18).

The FCC staff document today details approaches to Commissioner Mack arranged by the three applicants. It reports no irregularities on the part of a fourth applicant, Sunbeam Television Corp.

Biscayne, which got the award in 1956, is a corporation owned by the Knight and Cox newspaper interests and former NBC President Niles Trammell.

■ In arguing that the grant be set aside, FCC's staff pointed out that a hearing last month produced evidence that Biscayne contacted Commissioner Mack several times. Among those mentioned as acting in its behalf were Miami attorney Ben H. Fuqua, Mr. Trammell, James Cox and Daniel Mahoney.

FCC reported South Florida employed Perrine A. Palmer Jr. to contact Commissioner Mack, while East Florida employed Miles Draper, a Tampa attorney with influential Republican contacts in Florida.

The examiner will also receive recommendations from the four applicants and will eventually issue an initial decision. #

'Redbook' Guarantee, Rates Up

Redbook will increase its annual average net paid circulation guarantee to 3,350,000, effective with the January, 1961, issue. This is an increase of 250,000 over the current guarantee. The onetime b&w page rate will be increased from $11,160 to $12,375.

$171,000,000 Spent in Weekday Daytime TV in 1959: TvB

NEW YORK, July 19—Of the 59 advertisers using network television for the first time in 1959, 32 bought daytime, it was revealed in a booklet published by the Television Bureau of Advertising entitled, "A Network of Facts About Daytime Television."

The weekday daytime factbook also pointed out that television's biggest buyer, Procter & Gamble, spent more than $29,000,000 in daytime of its total 1959 network tv expenditure of more than $50,000,000. A total of 18 product categories were represented among the 72 sponsors using daytime in January, 1960, with food companies leading the list, followed by drugs, cosmetics and toiletries, and soaps and cleaners.

■ The cost per thousand homes reached by Monday-through-Friday daytime network tv shows declined 13.4% in the past five years, TvB reported. In 1956 the cost per thousand was $1.57, compared with $1.36 in 1960. The average net time and talent cost per telecast of the average quarter-hour daytimer was $16,300 in the first two months of 1960, as against $19,600 in 1958 and $15,400 in 1956. Homes tuned in to daytime video during the average minute were 8,859,000 in 1960, well above the 5,642,000 homes watching in 1955.

■ Weekday daytime network tv advertisers invested $171,243,799 in gross time billings in 1959, which was $25,000,000 more than in 1958 and $65,000,000 more than in 1955. It's not covered in the booklet, but total network daytime billings, weekends and weekdays, totaled $203,103,778 in 1959, against 1958's $172,490,627.

■ Other weekday statistics revealed in the TvB study:

- 85.9% of all television homes view daytime tv.
- While the number of television homes has increased 46% in the past five years, the number of tv homes tuned in to daytime shows jumped 57%.
- Every weekday delivers 19% of all the tv homes during the average minute between 6 a.m. and 6 p.m.
- The average tv home spends two hours and 21 minutes watching daytime tv each day.
- The average daytime telecast during the first quarter of 1960 reached 3,648,000 homes, compared with 3,254,000 in 1956.
- Daytime tv's daily audience of 29,251,000 women viewers represents 52% of all American women. Yet the distaffers represent only 37.3% of the daytime viewers, with the remainder comprised of men (18.8%), teen agers (11.9%), and children (32.0%).

Copies of the new factbook may be had for 50¢ each by writing to TvB at its new address at 1 Rockefeller Plaza, New York. #

Mallard Names Denman

Mallard Inc., Detroit pharmaceuticals manufacturer, has appointed Denman & Baker, Detroit, to handle advertising for its Saleto tablets, analgesic compound for the relief of pain.

Ziff-Davis Boosts Mascott

Marshall Mascott has been named assistant vp of Ziff-Davis Publishing Co., New York, a new post. He was formerly assistant secretary of the company.

A tip on the custom-home construction market from F. W. Dodge Corporation

2⅓ BILLION DOLLARS

(the 'cream' of this year's new-home building market)

will be spent by families...

DON'T TAKE THESE "ONE-TIME" BUYERS FOR GRANTED!

Only F. W. Dodge, with a field staff of over 1,000 construction news reporters, can find, verify and *reach* the families who are planning *to build their own homes—the way they want them.*

And this core of custom-home planners is the "cream" of the market because they buy what they want and spend an average of 35% more to get it!

But these "one-time" buyers are *your* prospects just once—and for just a very short time. Because only Dodge can find them during this critical time, only Dodge could "custom-build" a medium for reaching them.

Dodge's GUIDE TO HOME-PLANNING LITERATURE is an attractive folder that describes leading manufacturers' literature on products for building, furnishing, equipping or servicing new custom homes. It is mailed on a day-to-day basis to these qualified prospects, as they are discovered. You can reach each prospect for about the price of a postage stamp apiece. A return card makes requesting literature easy.

See for yourself the outstanding results this new medium has achieved for a wide variety of companies. WRITE TODAY for a copy of the GUIDE, verified test results, and descriptive literature. Next closing is October 15. Standard agency commissions apply.

F. W. Dodge Corporation
Construction News Div., Dept., ADA70
119 West 40th St., New York 18, N. Y.

Name_____

Company_____

Address_____

City_____ Zone____ State_____

F. W. DODGE CORPORATION

Other Dodge publications and services: Architectural Record • Sweet's Catalog Service • Dodge Reports • Dodge Construction Statistics.

In the Top 20 in Total Retail Sales

Cultivate Apparel Sales Figures

in the South's top 25 markets—highly industrialized Greensboro ranks high in Apparel Store Sales ahead of Charlotte and close behind primary markets like Richmond and Mobile. To harvest this rich dollar crop, your clothing advertising should wear the label of the Greensboro News and Record—the only medium with dominant coverage in the Greensboro Market and selling influence in over half of North Carolina. Over 100,000 circulation; over 400,000 readers.

Write on company letterhead for *"1959 Major U. S. Markets Analysis"* Brochure of all 292 Metropolitan Markets.

Greensboro—In the Top 20 Retail Markets of the South and in the Top 100 of the Nation

Greensboro News and Record
GREENSBORO, NORTH CAROLINA

Represented Nationally by Jann & Kelley, Inc.

The Most Powerful Selling Force In Print

This Week
MAGAZINE

CIRCULATION MORE THAN

13,000,000

L.A. Plymouth, Valiant Dealers Join; Name Ayer

LOS ANGELES, July 20—The Southern California Plymouth Dealers Assn., and the Valiant Advertising Assn., with a total annual advertising budget of $750,000, have reorganized into one group under the name Plymouth Dealers Assn. of the Los Angeles Region, and named N. W. Ayer & Son its agency. The new association, which becomes effective Sept. 1, is composed of 113 dealerships in Southern California, Arizona and the Las Vegas area in Nevada.

Fuller & Smith & Ross has been the agency for the Southern California Plymouth Dealers; Batten, Barton, Durstine & Osborn has been the Valiant dealer agency.

L. J. Jabro, secretary-manager of the association, told ADVERTISING AGE the change reflects the fact that Ayer is now the national agency for Plymouth, and that the Valiant will be advertised as the Plymouth Valiant, not as a separate car, as is now done. #

Bozell Promotes Two

Charles D. Peebler Jr. and Russell E. Hounshell have been named vps of Bozell & Jacobs, Omaha. The agency also has named J. Alan Baldridge, former advertising director of Meridian Mutual Insurance Co., Indianapolis, to its Indianapolis office as a coordinator of client services.

'Packaging Design' Bows

Packaging Design, a new quarterly for the packaging design field, has been introduced by Cadel-Kaye Inc., 535 Fifth Ave., New York, publisher of *Print*. The publication is guaranteeing a combined paid-controlled circulation of 8,000, and has a one-time page rate of $330.

Gutterson Joins L P Labs

David Gutterson, formerly division sales manager of Lanolin Plus, has joined L P Laboratories, Chicago, a wholly owned subsidiary of Lanolin Plus, as general manager and advertising director. L P Labs markets Wash'NSet and other products.

Kameny Adds Family Fair

Interstate Department Stores, New York, has appointed Kameny Associates, New York, to handle advertising of its Family Fair division, a national chain of discount department stores.

O'Leary Named Sales VP

John J. O'Leary, formerly regional sales manager of Hallmark Cards, has been appointed vp and director of sales of Osborne-Kemper-Thomas, Cincinnati, calendar, gift and ad specialty company.

Studebaker Says Higher Ad Costs to Meet Competition Helped Cut 2nd Quarter Net

SOUTH BEND, IND., July 20—Studebaker-Packard Corp. yesterday said higher marketing costs—including advertising—to meet increased competition were in part responsible for greatly reduced earnings in the second quarter.

Harold E. Churchill, Studebaker-Packard president, said that while sales in the second quarter "kept pace" with the first three months, earnings were "adversely affected by higher marketing costs necessitated by strong competition."

Sales in the second quarter were $87,107,000, down slightly from the $90,944,652 for the first period. But earnings dropped sharply—from $2,801,639 in the first three months to $557,946 for the second period.

■ The company would not say how much of the $2,300,000 reduction in earnings was traceable to increased marketing costs. S-P spent $9,264,581 in measured media advertising during 1959, and early this year reported that it planned to increase its budget by 15% during 1960. This latest financial report, however, indicates the company boosted its expenditures even more during the second quarter.

The increased competition, of course, is from the Big Three auto makers, who last fall introduced compact cars competitive with S-P's Lark. The Lark was introduced in November, 1958, with American Motors Corp.'s Rambler then the only other U. S. compact car. During the first Lark year, S-P sales jumped 160%.

■ So far in 1960, Lark sales are reportedly about 17% off the '59 pace. The company points out, however, that for the 1960 model year—beginning in the fall of '59 when the '60 models were introduced—retail sales are about 94,000, compared with 91,000 during the same period of the '59 model year.

S-P's consolidated sales for the first six months of this year were $178,052,136, compared with $209,816,771 for the first half of '59. Earnings were $3,359,585 for the first half of this year and $12,073,281 for the comparable period last year.

TO ADD KING-SIZE COMPACT TO LARK LINE

DETROIT, July 21—Studebaker-Packard hopes to improve its 1961 market picture with a new luxury compact, being made ready for 1961, bearing a name plate other than the Lark, but as yet unknown. It will be a sedan, like the present Lark in looks, with a new light-six engine, larger exterior and a longer wheelbase, perhaps the 113-inch wheelbase now being used on Lark station wagons.

Studebaker-Packard, unlike American Motors, did not weather the Big Three invasion of the compact field so well in the present year, currently claiming only about 1.75% of the total passenger car market, as against 2.25% in 1959. #

Grant Names Chapin Detroit Manager; Adds Two to Staff

John Chapin has been named vp and manager of the Detroit office of Grant Advertising. Mr. Chapin, once a partner in his own agency, joined the Grant Detroit staff last year. He will continue to supervise the Electric Autolite account. Myers B. Cather, former manager of the Detroit office, has been named account supervisor in the New York office, the agency's new national headquarters.

John Chapin

Grant also has named Walter E. Vette Jr., formerly with Hearst Advertising Service, to its Chicago staff as an account executive and assistant to G. G. Sherry, vp and account supervisor. In New York, Grant has named Jeanette Lebrecht, print media manager at Cohen & Aleshire, to its staff, effective Aug. 1.

Benghauser Gets New Post

Wear-Ever Aluminum, New Kensington, Pa., has appointed W. P. Benghauser to the new position of general merchandising manager. Mr. Benghauser has been advertising manager of the company since 1956.

To write a "meatier" product-news release

...ALWAYS COVER THESE 6 POINTS

Clear, accurate, complete . . . this has been Industrial Equipment News' prime editorial goal in product-news reporting since it originated the product-news-and-information publishing field in 1933.

Over these 27 years, IEN has prepared more than 113,000 product descriptions and received over 4,750,000 requests for product information from America's leading specifiers and buyers for industry! As a result, IEN has been able to break down *information most desired* into six major categories . . . six points every writer should consider before turning out a news release. They're points worth checking, though each may not apply in every case.

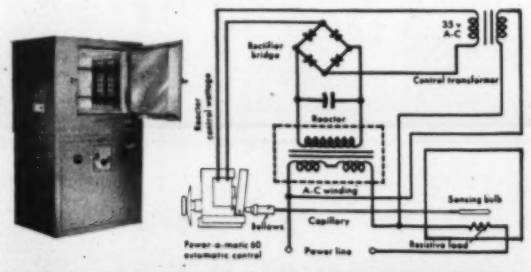
Explain

1. WHAT IT IS

2. WHAT IT DOES

. . . with, in many instances, a cutaway view of the product to amplify your word-picture.

ELECTRIC OVEN stepless temperature control to 650°F.



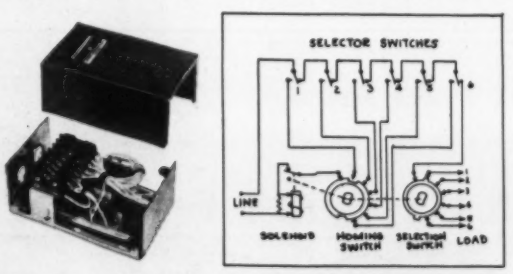
Dramatize

3. HOW IT WORKS

4. HOW MUCH IT WILL DO

Combined with a product photograph, a schematic drawing stimulates interest and heightens the informative value of your product description.

SELECTOR SWITCH solenoid driven mechanism, 12 stations



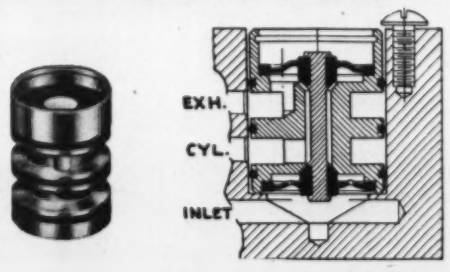
Reveal

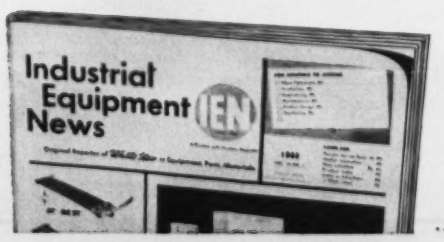
5. WHY IT'S MORE EFFICIENT

6. HOW LITTLE IT COSTS FOR THE VALUE

. . . still another instance of where a supporting illustration serves to answer questions and enliven the product story.

OPERATING VALVE cartridge inserts into actuated unit





Why do more key buyers turn to IEN for product news than to any other publication? It's because of the way IEN covers product points . . . the way it *describes*, rather than *announces* products. And this caliber of editing and reporting helps explain, too, why more advertisers turn to IEN to present their product stories. For details, send for comprehensive media data folder.

INDUSTRIAL EQUIPMENT NEWS
Thomas Publishing Company
. . . 461 Eighth Ave., N.Y. 1, N.Y. . . . Affiliated with Thomas' Register

BPA NEP

IN 1959 THE POST SPEARED MORE INSURANCE ADVERTISING THAN LIFE AND LOOK COMBINED!

Last year, insurance revenue in The Saturday Evening Post soared to $5,419,041 – $300,000 more than the revenue of Life ($3,253,154) and Look ($1,854,924) combined. In pages, too, the Post topped the combined totals of the other two magazines: Post – 187 pages; Life – 110 pages; Look – 71 pages. Why do so *many* insurance advertisers make it a policy to tell their story in the Post? Here's why:

- Post readers have the highest median income of all readers in the general-weekly field.
- An insurance ad page in the Post is seen over half a million more times by younger people (34 and under) than an ad page in the other big weekly. And these are the people with growing families . . . and growing needs!
- An insurance ad page in the Post makes 20% more sales calls on the average home-owning reader than the same ad in the other big weekly. And the more sales calls an ad makes, the more chance it has of closing the sale!
- An insurance ad page in the Post makes 30% more sales calls on the average reader in households owning life insurance than an ad page in the other big weekly.

Easy to see why companies who put a premium on *effective* advertising pick The Saturday Evening Post!

The Saturday Evening
POST
THE INFLUENTIALS' MAGAZINE

READERS TURN AND RETURN TO YOUR AD PAGE IN THE POST—THE HI-FREQUENCY WEEKLY!

Zonolite Co. Names F&S&R

CHICAGO, July 20—Zonolite Co. today named Fuller & Smith & Ross to succeed Erwin Wasey, Ruthrauff & Ryan as its agency, effective immediately.

The company, which reportedly bills between $150,000 and $200,000 annually, manufactures agricultural, home garden and building products. Zonolite screened about nine agencies before naming F&S&R this week (AA, June 27).

■ F&S&R also announced this week that it had been named to handle public relations for Import Motors of Chicago, midwestern Volkswagen distributor. The agency also handles the company's advertising campaign. #

Becker Joins Paint Company

Paul I. Becker has been appointed marketing director, in charge of sales and advertising, of Commercial Coatings Corp., Miami paint manufacturer. Mr. Becker formerly was advertising and sales promotion manager of Barcalo Mfg. Co., Buffalo.

Phillips-Ramsey Adds Nacimco

Nacimco Products, San Diego, manufacturer of temperature transducers, tachometers, discriminators and other instruments and systems, has named Phillips-Ramsey, San Diego, to handle its advertising and public relations.

Towne Adds One; Names Strom

W. L. Towne Co., New York, has been named to handle advertising for Richardson Scale Co., Clifton, N. J. O. S. Tyson was the previous agency. Towne also has added Ewing Strom, formerly with Burke Dowling Adams Inc., as art director.

O'Shea to Palmer, Codella

Edward R. O'Shea, formerly media buyer with Fletcher Richards, Calkins & Holden, has joined Palmer, Codella & Associates, New York, as director of the media department.

FCC to Explore Film, Network Tie-ins at October L.A. Hearing

WASHINGTON, July 20—The tv network programming study of the Federal Communications Commission showed fresh signs of life with the announcement today that tie-ins between film producers and networks are to be explored at hearings in Los Angeles in October.

The commission's announcement did not indicate who the witnesses would be. It said only that hearings would begin Oct. 5, and that they will be held at the U. S. Post Office and court house.

"This phase of the proceeding will deal with film tie-ins," FCC said. Chief Hearing Examiner James D. Cunningham is to preside.

■ FCC's programming study has been under way since Feb. 26, 1959. It is an outgrowth of the detailed investigation of tv operations summarized in the "Barrow Report" in October 1958. While the "Barrow Report" dealt extensively with contractual relationships between stations and affiliates, it pointed out that relatively little was known about contractual agreements that influence program selection.

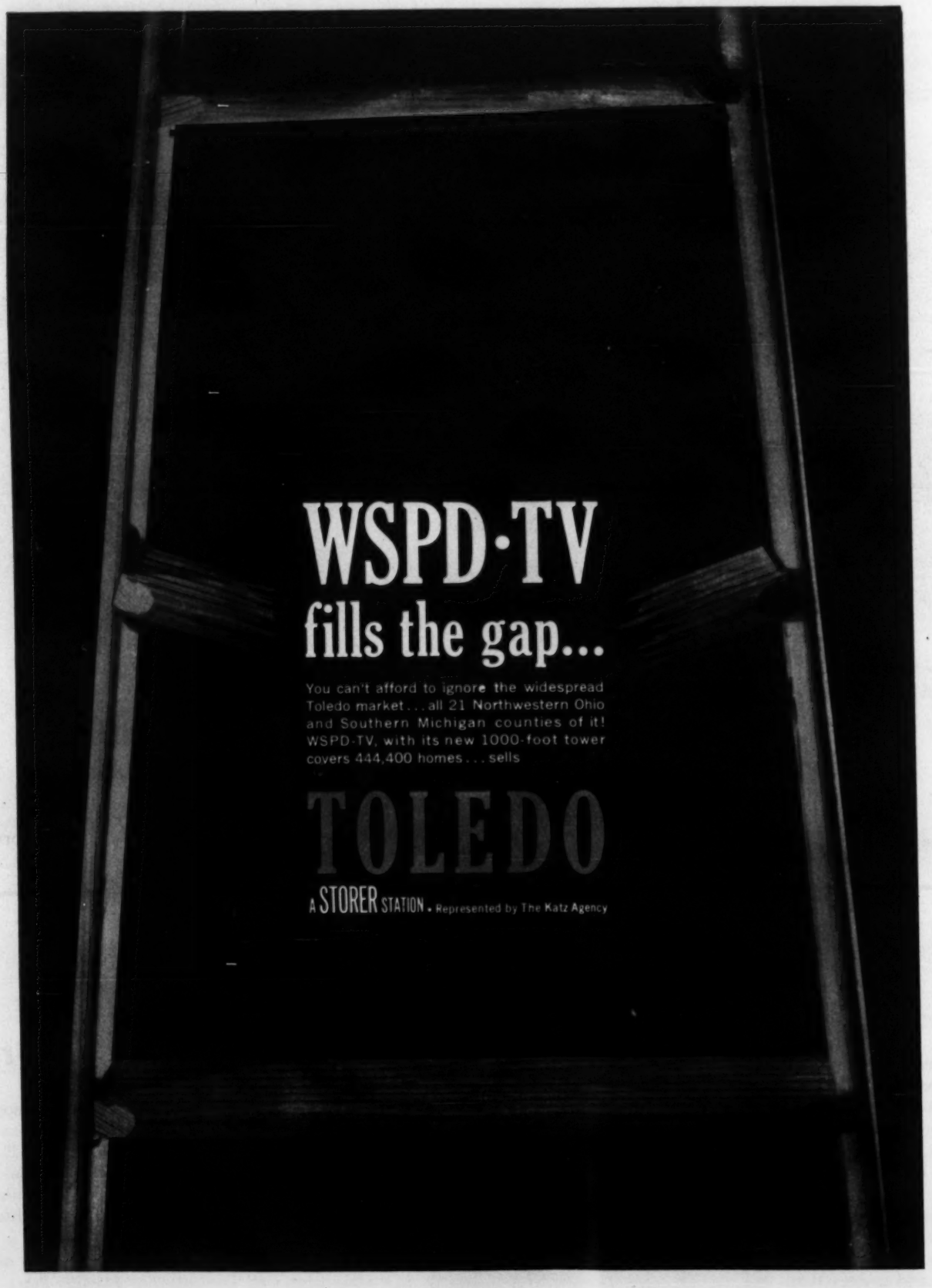
News of the impending Los Angeles hearings is the first word from the programming study group since hearings were held in New York and Washington exactly a year ago.

At the New York hearings, top agency time-buyers told FCC representatives about their role in scheduling programming materials. Most agreed that the final word rests and should rest with the network (AA, July 13, '59). Later, in Washington, FCC got a blow-by-blow account on the network problems encountered by "Voice of Firestone" (AA, July 27, '59).

■ In ordering its staff to go ahead with a programming study, FCC said it was concerned with "the policies and practices of networks and others in the ownership, acquisition, production, distribution, selection, sale and trade licensing of tv programs."

Since the release of the "Barrow Report," FCC has adopted a regulation to prevent networks from selling spot time for their affiliates, and networks have voluntarily abandoned "must buy." Other proposals reducing the amount of option time that may be reserved for networks have been circulated by the commission for comment, but no final action has been taken. #

TENDER-CURLED—*This is one of three ads being used by Interstate Bakeries Corp., Kansas City, to introduce its new Tender-Curled panning method. Potts-Woodbury, Kansas City, is the agency.*

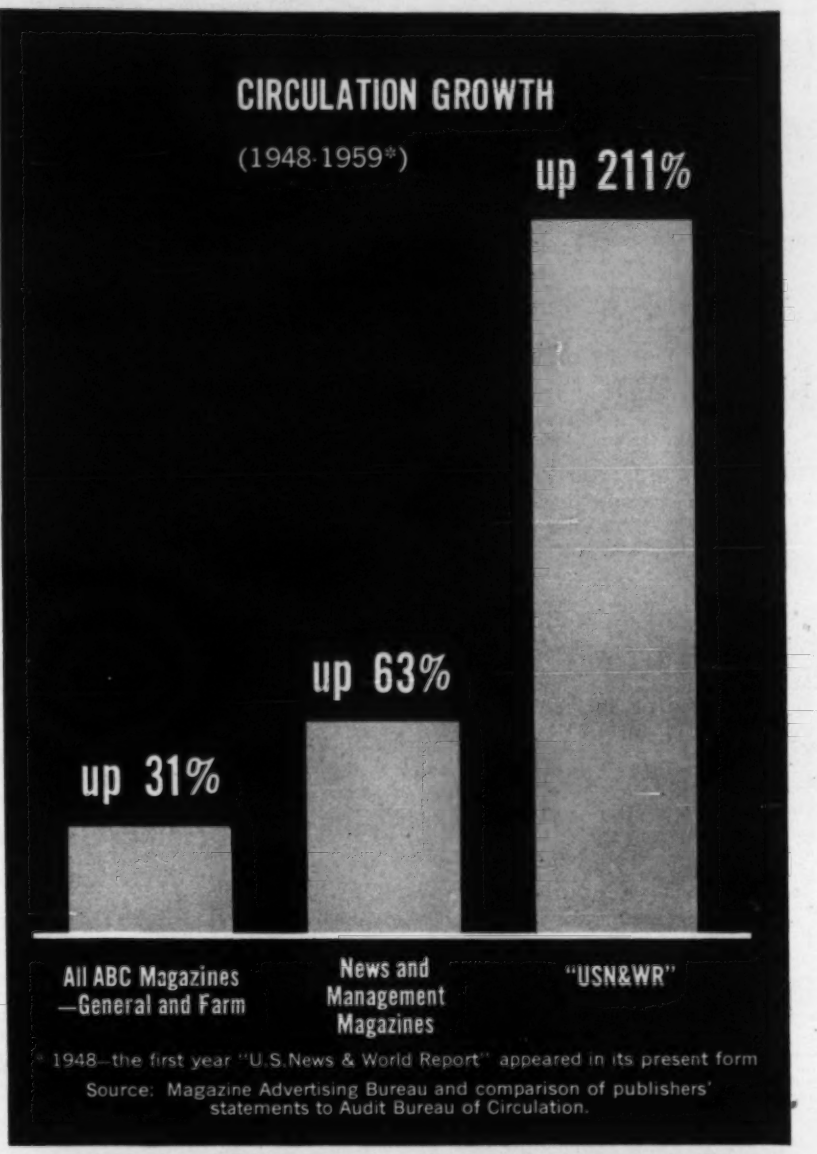

WSPD·TV
fills the gap...
You can't afford to ignore the widespread Toledo market... all 21 Northwestern Ohio and Southern Michigan counties of it! WSPD-TV, with its new 1000-foot tower covers 444,400 homes... sells
TOLEDO
A STORER STATION • Represented by The Katz Agency

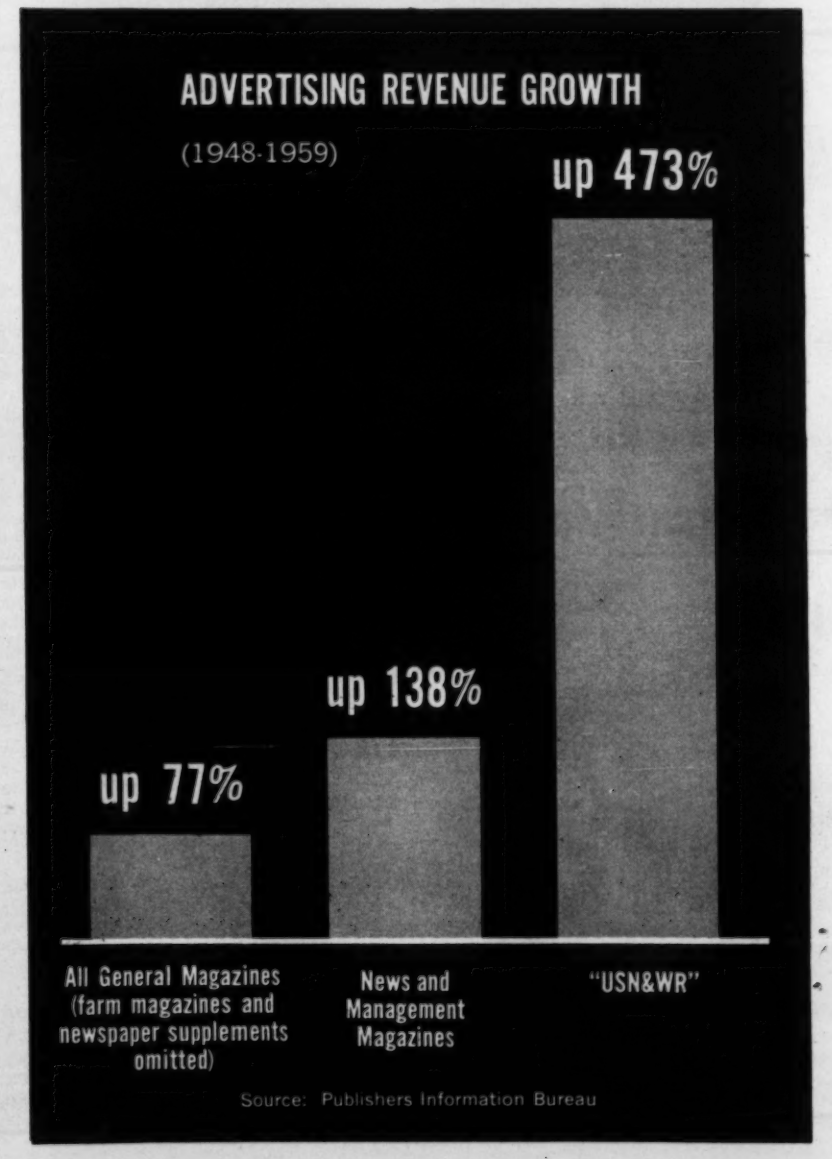
4A's Issues New Guide

The American Assn. of Advertising Agencies has published a new booklet, "What Advertising Agencies Are—What They Do and How They Do It," a lecture delivered last year at the University of Missouri by Frederic R. Gamble, president of the Four A's. The booklet replaces two out-of-print booklets and will be used in answering inquiries. Sample copies are available upon request.

Johnson-Bartnett Adds Two

Johnson-Bartnett Agency, Flemington, N. J., has been named agency for Beasley, French & Co., New York, maker of machinery for bag making and printing. The agency has also been appointed by Bartsch Co., Stanton, N. J., maker of personalized golf balls.


CIRCULATION GROWTH
(1948-1959*)
up 211%
up 63%
up 31%
All ABC Magazines —General and Farm
News and Management Magazines
"USN&WR"
* 1948—the first year "U.S.News & World Report" appeared in its present form
Source: Magazine Advertising Bureau and comparison of publishers' statements to Audit Bureau of Circulation.



The most important trend in news needs

The American public wants and needs solid news and information—news of lasting value. In an increasingly complex world—one in which physical distances continue to shrink and the horizons of science expand—there is a great and still growing need for these answers:

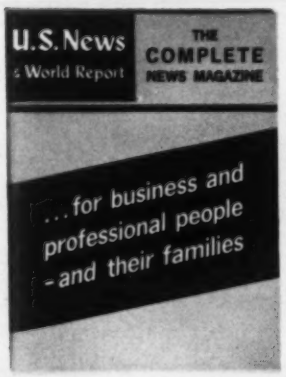
"How does the important news affect me, at my work, and in my home?"

"What are the consequences of this news?"
"What actions should I take, now and for the future?"

Practical news, pocketbook news, if you will, yes. But far more than that. News of pressing issues and new ideas and the men behind them—these, too, form the basis for man's individual actions and man's collective actions. And it is all these important areas of news that "U.S.News & World Report" covers each and every week. Completely, too, with more news pages than any other news magazine.

Which is why this magazine has more than tripled its circulation in just 12 years—scoring a gain far larger than that of general magazines and of other magazines in the field (see chart, left). More and more people, obviously, now consider "U.S.News & World Report" to be . . .

The most important magazine of all



As you would expect, such essential and useful news attracts people of responsibility and authority. Four out of five subscribers hold managerial positions in business, industry, finance, government and the professions. Their family incomes average $15,496, highest of the news magazines, highest of any magazine with more than 1,000,000 circulation.

With readers of this calibre, it would be natural that the trend in advertising would follow the trend in circulation. In the first six months of 1960, "U.S.News & World Report" carried 137 more pages than in the same period last year —a substantial gain of 10%. Its revenue gain during the period 1948 through 1959 is more than 470%—many times larger than that of general magazines and other magazines in the field (see chart, left). The power of the advertising pages in this forceful magazine is, obviously, helping more and more companies in their marketing efforts.

U.S.NEWS & WORLD REPORT

America's Class News Magazine

Now more than 1,150,000 net paid circulation

Advertising offices: 45 Rockefeller Plaza, New York 20, N. Y.
Other advertising offices in Boston, Philadelphia, Pittsburgh, Cleveland, Detroit, Chicago, St. Louis, Los Angeles, San Francisco, Washington and London.

Second German Tv Channel Award Set: It's Commercial

BONN, July 19—The eagerly-debated and eagerly-awaited second West German television channel, which is to be finally and fully commercial, has been approved by the federal government.

The government's two major parties, the Christian Democrats and the Christian Socialists, have been tossing the topic around for a couple of years, giving okays and then rejections to the various companies that have formed to handle the powerful second channel.

Final winner of the scramble is the Gesellschaft Fuer Freies Fernsehen, located in Frankfurt, which will control the second station. It has been authorized to go on the air Jan. 1, 1961, with five hours of broadcasting on Saturdays and Sundays, and three hours daily on weekdays.

■ Freies Fernsehen previously announced that it would be working with the Columbia Broadcasting System in training technicians and learning some of the trade angles. It will be financed in two ways—it will collect a part of the five marks monthly ($1.20) that the 4,000,000 German television set owners each pay to the West German Post Office for the privilege of viewing, and it will sell commercials.

Sponsors, at the current phase of planning, will be able to book time slots only and will have no control over programming. With the single television outlet now in business being sold out 100% on its limited commercial time (with commercials permitted for seven minutes daily, at the beginning and end of a 7:30 p.m. show), it's expected that the sponsors and agencies will have to tussle for good time—or for any time at all.

■ Freies Fernsehen has already made a deal with Rivas Studios, Munich, to use its production facilities.

The number of sets is expected to jump sharply now that the new television outlet is finally okayed. About 1,500,000 of the current sets will be able to pick up the channel at once, and the other 2,500,000 will have to fork out about $15 for new equipment to get the shows.

Just how much influence and cultural emphasis the West German government will insist on is not as yet clear, but the Freies Fernsehen operators previously confirmed that since they're out for the mass business, they'll slant their shows for entertainment aimed at the biggest buying group, the young married and 20-year-old-and-over audience. #

Dallas, Fort Worth Dailies Plan Joint Edition Oct. 30

The *Dallas Times Herald* and the *Fort Worth Star-Telegram* will publish a joint edition Oct. 30 to tell the story of the opportunities and problems of the Fort Worth-Dallas area. Staffs of both newspapers will work on the issue.

The general ad rate of $1.15 for the edition is a total of the two dailies' general rates. Color rates also will be a combination of regular color rates. The retail rate of a flat 57¢ per line will be confined strictly to merchants selling consumer goods over the counter at retail. Institutional copy from liquor and beer accounts will be accepted despite the Sunday publication. News matter for the edition will be identical in content in both papers, but will be separately set in each plant so that each paper's editorial style will be retained. Combined Sunday circulation of both dailies is about 414,000.

SHE KNOWS—*This color spread in the Aug. 15 Vogue is part of the Wool Bureau's campaign promoting wool as one of the better things in life.*

'Rightness' of Wool Featured in New Ad Drive

Research Shows People Consider Wool Superior Fiber, Wool Bureau Says

NEW YORK, July 20—The Wool Bureau in its new campaign is putting the emphasis not on selling the end product but on an attitude toward the product—and the attitude is that "wool is the mark of good breeding, instinctively right at any moment," to quote the ads. Magazines and co-op newspaper ads will be used.

Research proves, the bureau points out, that in the consumer's opinion wool is the superior fiber. Furthermore, the synthetics themselves pay wool the compliment of aspiring to have the look, the touch, the feel of wool, "the real thing."

To propagate an awareness of wool's leadership, the agency, Hockaday Associates, has developed a campaign based on the premise that "the people one admires, the people who keep their values, who know what's real and what isn't, are also the people who like wool."

■ The campaign is a series of color spreads dominated by a page-and-a-half photograph picturing the woman or man who is the the subject of the ad—a Broadway actress, an architect, a diplomat, a Bucks County housewife, etc. A definite personality has been worked out for the character in each ad, and each ad has been tailored to the magazine in which it will appear.

The copy starts out in large type with a two-word come-on: "Daphne knows," or "Maggie knows," "Philip knows," etc. The copy then sums up the "knowing" qualities of the person in the ad, and ends up bringing in the person's preference for wool.

■ For example, one ad picturing a natty equestrienne, reads: "Millicent knows . . . she's the only person on a Locust Valley weekend who can change the conversation from horses to women. Incredibly nonchalant, she really plays it to the hilt. Wears only wool, pure and beautiful. Wool stable jacket, marvelous to touch, with little hidden lights of russet. Wool shirt, high to the face, the one house guests love to borrow, hate to return. Wool walking skirt caught with burrs, moving in wind. Sees wool as a mark of good breeding, instinctively right at any given moment, like dinner before the fire. Feels wool real, uncomplicated. Millicent wants wool, all the wool she can gather. She knows nothing measures up to wool."

■ Each ad features a different category of apparel—sportswear, coats, suits and dresses in the women's field, and slacks, jackets, suit and coats in the men's wear.

Beginning in August, the ads will appear in *Glamour, Harper's Bazaar, Mademoiselle, McCall's, New York Times Magazine, The New Yorker, Newsweek, Playboy, Seventeen, Sports Illustrated, Time, U. S. News & World Report* and *Vogue*, plus textile and apparel trade publications.

More than 80 retail stores in 41 markets are tying in with the campaign. Co-op ads in newspapers will consist of adaptations of the magazine ads running alongside merchandise ads. The stores will also tie in with window and interior displays, fashion shows and point of sale material. Sales training for stores will also play an important role in the program.

Demo Chairman Denies Ad Tax, Applauds Adman

(Continued from Page 2)

tion in the effort to obtain the Vice-Presidential nomination for Sen. Jackson.

■ Today Sen. Jackson said: "I have nothing but the highest regard for Jerry Hoeck and men of his stature. I think they are essential to anyone in politics and a campaign."

Commenting on criticism voiced during the Democratic convention about advertising, including reference to hucksters and pitchmen and inferior products in gaily wrapped packages, Sen. Jackson said that in the background of these statements were the "tactics of the Eisenhower administration in hiring Madison Avenue people." But of this criticism or slighting of advertising, Sen. Jackson said, "Frankly, I paid no attention to it. I do not even recall it." Then he added, "Is it any greater now than it has been in recent years?" #

Blackstone Corp. Names Gould

George O. Gould, former director of advertising and sales promotion of National U.S. Radiator Corp., Johnstown, Pa., has been named advertising and sales promotion manager of Blackstone Corp., Jamestown, N.Y.

Freedman Joins Sander Rodkin

Ray Freedman, formerly with Olian & Bronner and Malcolm Howard Advertising, has joined Sander Rodkin Advertising Agency, Chicago, as a senior account executive.

FDA to Screen Promotion for All New Drugs

(Continued from Page 3)

to the Kefauver committee last month that FDA is aware of instances where drug companies have made misleading claims in promotion materials circulated to the medical profession.

In most instances, he said, drug makers have withdrawn excessive claims when FDA questioned them. "However," he said, "there have been situations in which these changes have not been made as rapidly as they should have been."

■ FDA's move today hinges on a basic drug law which specifies that no new drug—no drug not already recognized as safe by the medical profession—may be introduced until an application is submitted and approved by FDA.

As part of the application FDA gets a sample of the label, including all of the claims for the product, the directions for use, and the warnings and cautions that are associated with its use.

The regulation circulated today is part of an interim effort to extend FDA activity in the prescription drug field. The regulation specifies that "labeling," whether or not it is part of the package, must carry adequate information on dosages, effect and other relevant hazards.

■ An important element in the proposal is the requirement that promotion materials make full disclosures of the limitations and side-effects involved in the new drug. In the past FDA has assumed that many precautionary statements could safely be left out of the promotion material if they were available "in the scientific literature."

The decision to force full disclosure in the promotion materials for new drugs reflects a shift in thinking which seems to stem from the Kefauver hearing. Many of the witnesses before the committee testified that doctors are too busy to read all the scientific literature, and tend to rely on detail men and medical journal ads for much of their information. #

RCA Reports 6-Month Sales Up, Earnings Down

Radio Corp. of America, New York, has reported record sales of $707,000,000 for the first half of 1960 but earnings declined 7% to $18,100,000 as a result of "our rapidly increasing data processing investment." John L. Burns, president, cited color television set sales as being "firmly anchored in the profit column" and noted that National Broadcasting Co. "registered the largest first half profit in its 34-year history."

Hudson Names Ofstie, Keine

Hudson Publishing Co., Los Altos, Cal., has appointed A. T. Ofstie eastern manager of *Building Products* and *Building Products Dealer*, and Richard P. Keine regional manager of the publication. Mr. Ofstie, formerly with *Business Week*, New York, will headquarter in Hudson's New York office. Mr. Keine, formerly with *Consulting Engineer*, St. Joseph, Mich., will make his headquarters in Cleveland.

Dowden Joins Berger

Donald A. Dowden has joined M. Russell Berger Inc., Philadelphia, as copy director. Mr. Dowden formerly was with Jewelers' Circular-Keystone, Philadelphia.

GO TOGETHERS—*Broadcast corned beef hash will be promoted in a hash-catsup tieup this September, using Effie, cartoon symbol for Broadcast. Newspaper ads will appear in 25 markets and on 20 stations in the Midwest and East. Arthur Meyerhoff Associates, Chicago, is the agency.*

Temperance Groups Poll Candidates on Anti-Liquor Tax Bills

(Continued from Page 2)

of alcoholic beverages in interstate commerce, such as HR 2221 introduced by Rep. Syler in the present Congress.

"4. A proposal to make alcoholic beverage advertising a non-deductible business expense in computing the income taxes. A suggested text of the legislation is as follows: "Amend Section 162 of the Internal Revenue Code of 1954 by adding Subsection D: Expenses for advertising alcoholic beverages excepted; no deduction shall be allowed under this section for monies expended for advertising of alcoholic beverages."

■ Explaining the significance of the fourth proposal, Mr. Birdsall says: "The $500,000,000 spent annually for liquor advertising is now a deductible business expense. If it were not deductible, every time $1,000 was spent for such advertising the tax of a corporation in the 52% bracket would be $520 higher than otherwise. This would discourage the present extensive advertising. Because the use of alcohol causes great injury to individuals and society we feel the public policy of the U. S. should be to discourage advertising it. Some feel this is a more practicable approach than outright prohibition of it as contemplated in item 3. In 1958 the late Sen. Neuberger obtained an opinion from the office of the legislative counsel of the U.S. Senate indicating such legislation is constitutional."

A counsel spokesman said it is not anticipated replies will be in from all candidates until about the middle of August, at which time results will be announced. #

deKruif Joins Warner Electric

Jack H. deKruif has joined Warner Electric Brake & Clutch Co., Beloit, Wis., as vp of marketing and sales. Mr. deKruif was formerly on the corporate marketing staff of Hughes Aircraft Co., Los Angeles.

Seagram Boosts Robert McLean

Seagram-Distillers Co., New York, has named Robert D. McLean assistant to the national sales promotion manager. Mr. McLean held a similar position in the eastern division.

PRESTIGE

FOR YOUR PRODUCT

THROUGH THE PREFERRED FARM PUBLICATION
IN WISCONSIN

AMERICA'S DAIRYLAND

WISCONSIN Agriculturist

SERVING WISCONSIN FARM FAMILIES 110 YEARS

Remarkable Preference At All 3 Influence Levels Proves Wisconsin Agriculturist the Dominating Selling Force in Rural Wisconsin

SURVEY PROVED 1ST PREFERENCE WISCONSIN FARMERS

Wisconsin Agriculturist is a farm family magazine—read by farmers and their wives . . . preferred by farmers and their wives. No general interest magazine penetrates rural Wisconsin over 21 percent. Wisconsin Agriculturist reaches 80 percent of the farms of Wisconsin.

When farmers are surveyed, they name Wisconsin Agriculturist as their first choice by 3 to 1 over the next highest farm publication.

Dealers of all types in rural Wisconsin pick Wisconsin Agriculturist by overwhelming percentages. Agricultural leaders—county agents—answer in like margins.

Whether you sell clothes dryers or crop dryers, Wisconsin Agriculturist is the one way to build prestige for your product in Wisconsin fast. Be sure it's on your advertising schedules.

In 1959, Wisconsin Agriculturist ranked 5th among all farm publications in commercial advertising lineage—topped everything circulating in Wisconsin.

WISCONSIN AGRICULTURIST

1125 Sixth Street, Racine, Wisconsin

Member of **MIDWEST FARM PAPER UNIT**, 35 E. Wacker Dr., Chicago 3; 250 Park Ave., New York 17 • West Coast Representative: TOWNSEND, MILLSAP & CO., 110 Sutter St., San Francisco 4; 159 S. Vermont, Los Angeles 4

Census Lists Top 50 Cities; Big Gain by Houston

Phoenix Zooms; L.A. Goes to Third; 10% of U.S. Lives in 5 Giant Cities

WASHINGTON, July 22—The Census Bureau will release Monday preliminary figures on the top 50 largest cities in the U. S. based on field reports.

Combined total for these 50 cities is about 39,000,000 in population. The top five cities (New York, Chicago, Los Angeles, Philadelphia and Detroit) have a combined population of 17,000,000, accounting for one out of every 10 U. S. citizens. But of the top five, only Los Angeles showed a population gain in the last decade.

Several cities have shown spectacular gains in population since 1950, with Houston vaulting into sixth place from 14th in 1950 and Phoenix going into 29th place from 98th in 1950.

All the figures for these 50 cities are shown below with 1960 and 1950 figures and ranks shown:

	1960	'50 Rank	1950
1. New York	7,710,346	(1)	7,891,957
2. Chicago	3,492,945	(2)	3,620,962
3. Los Angeles	2,448,018	(4)	1,970,358
4. Philadelphia	1,939,966	(3)	2,071,605
5. Detroit	1,672,574	(5)	1,849,586
6. Houston	932,680	(14)	596,163
7. Baltimore	921,363	(6)	949,708
8. Cleveland	869,867	(7)	914,808
9. Washington	746,958	(9)	802,178
10. St. Louis	740,424	(8)	856,796
11. Milwaukee	734,788	(13)	637,392
12. San Francisco	715,609	(11)	775,357
13. Boston	677,626	(10)	801,444
14. Dallas	672,117	(22)	434,462
15. New Orleans	620,979	(16)	570,445
16. Pittsburgh	600,684	(12)	676,806
17. San Antonio	584,471	(25)	408,442
18. Seattle	550,525	(19)	467,591
19. San Diego	547,294	(31)	334,387
20. Buffalo	528,387	(15)	580,132
21. Memphis	491,691	(26)	396,000
22. Denver	489,217	(24)	415,786
23. Cincinnati	487,462	(18)	503,998
24. Atlanta	485,425	(33)	331,314
25. Minneapolis	481,026	(17)	521,718
26. Indianapolis	470,464	(23)	427,173
27. Kansas City	468,325	(20)	456,622
28. Columbus	465,151	(28)	375,901
29. Phoenix	430,459	(98)	106,818
30. Newark, N. J.	396,252	(21)	438,776
31. Louisville	385,688	(30)	369,129
32. Portland, Ore.	370,339	(29)	373,628
33. Oakland, Cal.	361,082	(27)	384,575
34. Fort Worth	353,388	(38)	278,778
35. Birmingham	338,569	(34)	326,037
36. Long Beach, Cal.	323,996	(41)	250,767
37. Oklahoma City	317,542	(45)	243,504
38. Rochester, N. Y.	316,074	(32)	332,488
39. Toledo	315,643	(36)	303,616
40. St. Paul	313,209	(35)	311,349
41. Omaha	300,674	(40)	251,117
42. Honolulu*	289,864	**	248,034
43. Akron	287,592	(39)	274,605
44. Miami	282,600	(42)	249,276
45. Norfolk	272,908	(48)	213,513
46. El Paso	272,239	(75)	130,485
47. Tampa	270,610	(84)	124,681
48. Jersey City	269,621	(37)	299,017
49. Tulsa	258,563	(51)	182,740
50. Dayton	258,196	(44)	243,872

* Not ranked as part of U.S. state cities in 1950.
**No. 1 in territories in 1950.

Worthington Boosts McManus

P. L. McManus has been appointed to the new position of director-marketing services group, Worthington Corp., Harrison, N. J. W. J. Wallace, manager of training, marketing division, was named to succeed Mr. McManus as assistant general sales manager of the marketing division. Cy Freeman has been named advertising and sales promotion manager of Worthington, succeeding Mylo E. Ziegenhagen, who has resigned.

Girls Have More Money than Dates, 'Seventeen' Finds

NEW YORK, July 21—*Seventeen* has just concluded a massive study of the teen age girl and now knows that this young lady has a weekly income of $9.53, maintains her own bank account, spends $300 a year on her wardrobe, listens to the radio twice as much as to tv, feels closer to her friends than to her family—and spends many of her Saturday nights dateless.

Seventeen's survey, "The Teenage Girl: 1960," resulted from 200-question interviews with 4,532 girls, age 13 to 19, in rural and urban areas across the country, chosen according to a semi-probability procedure established by the Eugene Gilbert Co. The Gilbert organization conducted the survey, using students, instead of adults, to do the interviewing.

The survey results show that these affluent teen girls spend their money thusly: 60.8% spend it on cosmetics, 56.9% spend it on entertainment (movies, athletic events, etc.); 35.8% buy snacks, 25.9% purchase clothing, 17.9% buy jewelry and 10.3% buy magazines and books. (The percentages in all of the categories of the questionnaire usually add up to more than 100% because of multiple answers.)

■ Of the teen girls interviewed, 64.2% have a bank account in their own name, and are saving toward school (33.4%), career (11.7%) and marriage (16.8%). A surprise statistic was that in this 13-19 age group, 18.6% own their own cars, with 23.3% in the older age group (18-19 years) reporting car ownership.

The survey also revealed:

• At home, one of the teens' closest companions is the radio, with a median time of 2 hours, 13 minutes reported for radio listening. Disc jockey shows were specified as the favorite type of program by 76.2%.

• During the week, the teen girls watch tv for an average of 59.3 minutes; on weekends it increases to 11 hours, 23 minutes.

• As for newspaper reading, the girls peruse the papers for an average of 15 minutes during the week and 17 minutes on weekends.

• The teen girls listen to records about as much as they do the radio—an average of 2 hours, 12 minutes daily.

• About 39% of the teen girls work full or part-time, earning an average of $13.74 a week. These jobs range from baby-sitting and clerking to waiting on tables and camp-counseling.

• When asked, "What one person do you feel closest to?" 49.8% specified a girl friend.

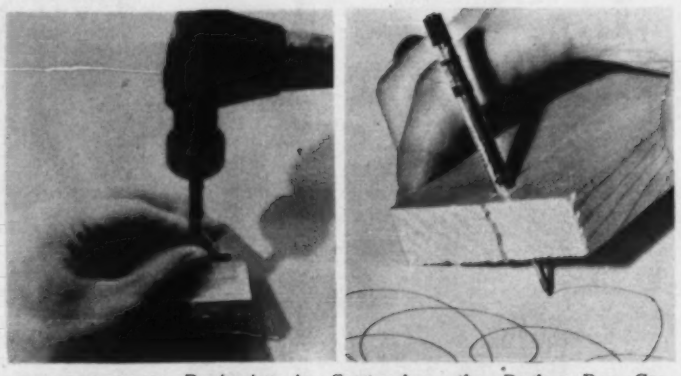
• Despite the emphasis on going steady and dating, only 51% of teen girls date, and of these, only one out of three goes steady. In fact, 63% of them are dateless on Saturday night. #

Koester Joins 'Consulting Engineer' in Ohio Sales

Clarence H. (Casey) Koester, formerly with *American City* and *Municipal Index*, has been appointed to represent *Consulting Engineer* in Ohio, excluding Cleveland.

Daystrom Names Wright

The control systems division of Daystrom Inc., La Jolla, Cal., has appointed John H. Wright manager of advertising. Mr. Wright was formerly division systems service manager.



"DIAMOND DUST"—*Beginning in September, the Parker Pen Co., Janesville, Wis., will use spot tv commercials to introduce its new diamond textured T-Ball Jotter ballpoint cartridge. The new series of commercials will first show the ballpoint cartridge being pounded through a block of pine wood and then show the cartridge still writing smoothly, after having been driven through the wood. Tatham-Laird, Chicago, is the agency.*

Growers Buy Tree Top Juice, Plan Expansion

SELAH, WASH., July 21—A group of major apple growers in the Wenatchee and Yakima fruit districts has bought Charbonneau Packing Corp., packer of Tree Top apple juice, and set up a new company, Tree Top Inc., to take over Charbonneau marketing and production at Selah and Cashmere, Wash.

Tree Top juice, packed in tin and glass, is sold in eight states of the Far West.

■ Charbonneau expanded last year with construction of a major plant at Cashmere, but not enough raw fruit was obtained to keep the Cashmere plant going. The new company has commitments from growers to supply not less than 30,000 tons of fruit for processing into juice in the coming season, and the goal is to process 100,000 tons by 1966. The company plans to open in new markets as production expands.

W. H. Charbonneau, founder and former president, remains as manager. Ernie Stafford is general sales manager. Tree Top Inc. takes over all key personnel of Charbonneau Packing Corp. and without change in sales policy, Mr. Stafford said. The agency is Miller, Mackay, Hoeck & Hartung, Seattle. #

AB-PT 6-Month Profits Up

American Broadcasting-Paramount Theaters, New York, chalked up record profits for the first six months and the second quarter of 1960, Leonard H. Goldenson, president of AB-PT, has reported. Net operating profit for the first half of the year was $5,653,000, for a gain of 45% over the $3,886,000 for the same period in 1959. With capital gains included, consolidated net earnings hit $6,981,000, against $3,885,000 in the first six months of 1959. The bulk of the 1960 capital gains came from the cash portion of the sale of the company's Disneyland Park stock. AB-PT does not report interim sales figures, but billings for the broadcast division were up, while second quarter theater business was off.

Modell to Join Kastor, Hilton

Arthur B. Modell was reported by ADVERTISING AGE last week as moving from L. H. Hartman Co. (which merges with Grey Advertising Agency Aug. 1) to an unnamed agency with the Grand Union supermarkets account. He will join Kastor, Hilton, Chesley, Clifford & Atherton, New York, as senior vp and member of the executive committee and the plans board on Aug. 1.

Kattan Joins Scudder as A.M.

Arthur A. Kattan, formerly advertising manager of Louis Milani Foods, Los Angeles, has joined Scudder Food Products, Alhambra, Cal., in the same capacity. His appointment reflects expansion of the Scudder marketing department, headed by Robert Butler, marketing director.

Ethical Drug Direct Mail Costs Reported Up 20% Since 1958

NEW YORK, July 21—The costs of advertising have risen sharply in the past two years.

In the ethical drug field, which relies heavily on direct mail, the 1960 advertiser may have to pay as much as 20% more for the same program it had in 1958.

Or, to put it another way, you need $6 today to do the same job you did for $5 a couple of years ago. Or $6,000,000 instead of $5,000,000.

So reports Donald F. Fitzsimmons, head of the ethical drug agency bearing his name, in the current edition of his house organ, "The Ethical Advertiser."

■ Mr. Fitzsimmons said he went out to check some prices and found the following picture:

"The same $1,000 worth of paper in '58 cost $1,025 in '59 and $1,070 in 1960—a 7% increase in two years. A 1958 $1,000 worth of printing is today ticketed at $1,220, up 22% in two years.

"Typography likewise is up about 20% in two years. Layout and design cost more simply because a good designer today costs his employer about $8.50 an hour for the same effort that $7 bought in 1958. Engravings are up 10% in two years. Electros—and this seems almost insignificant, but don't overlook it—today cost 4% more than in 1958.

"The hungriest monster in the picture, of course, is postage. From $15 a 1,000 to $20 in '59 to $25 in '60 makes a 66⅔% increase in two years."

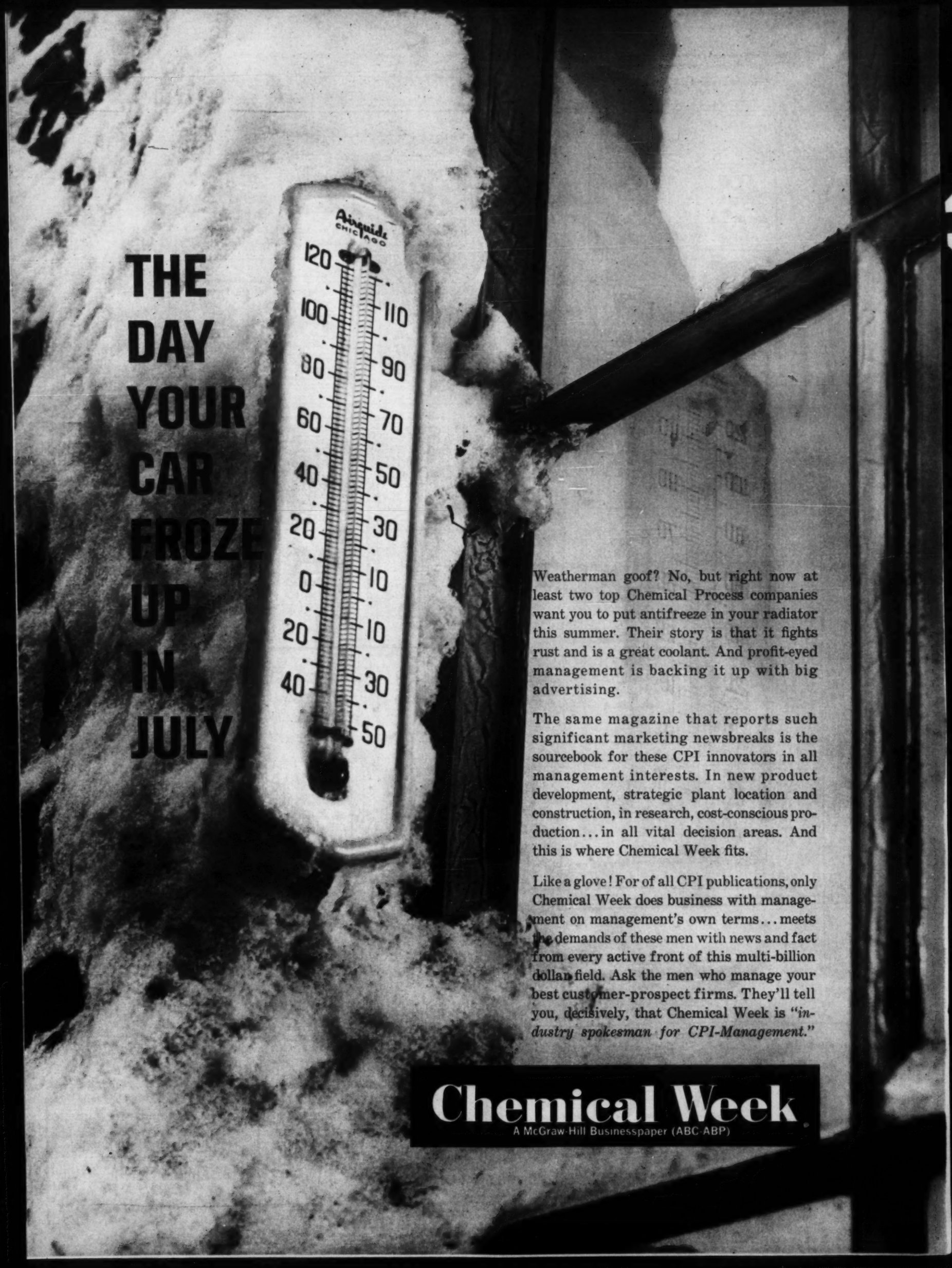
■ Mr. Fitzsimmons found that most publications in the field have a more stable rate record than direct mail, but he notes the debut of "a spate of new books with generally much higher page rates" and he comments: "The older established books are not unaware that advertisers seem willing to pay higher page rates and (if they can get it, why can't we?). Don't be surprised to see a gradual rate upgrading."

Mr. Fitzsimmons offers this prescription to advertisers:

"Spend more. Now you must have faith. If you believe, as we do, that good advertising is the most effective and least expensive means of making mass sales, go to management and put the cards on the table. Advertising is an investment, not an expense." #

Brinker Judge Layng Nielsen Davis Douglas Nixon Kelley Hosler

GRADUATE SCHOOL—*Attending the 16th session of Columbia University's executive program in business administration at Harriman, N. Y., are Robert C. Brinker, eastern ad sales manager, Time Inc.; Tom W. Judge, director, CBS-TV production sales; A. Gardiner Layng, vp, Young & Rubicam; Malcolm K. Nielsen, chemical sales manager, Chas. Pfizer Co.; Don J. Douglas, reflective products general sales manager, Minnesota Mining & Mfg.; William B. Davis, industrial film sales manager, Du Pont; George W. Nixon, sales manager, Lederle Laboratories; Lawrence B. Kelley, merchant sales manager, International Paper; and James W. Hosler, general industrial sales manager, American Radiator & Standard Sanitary Corp. The sessions ended last Saturday, July 23.*



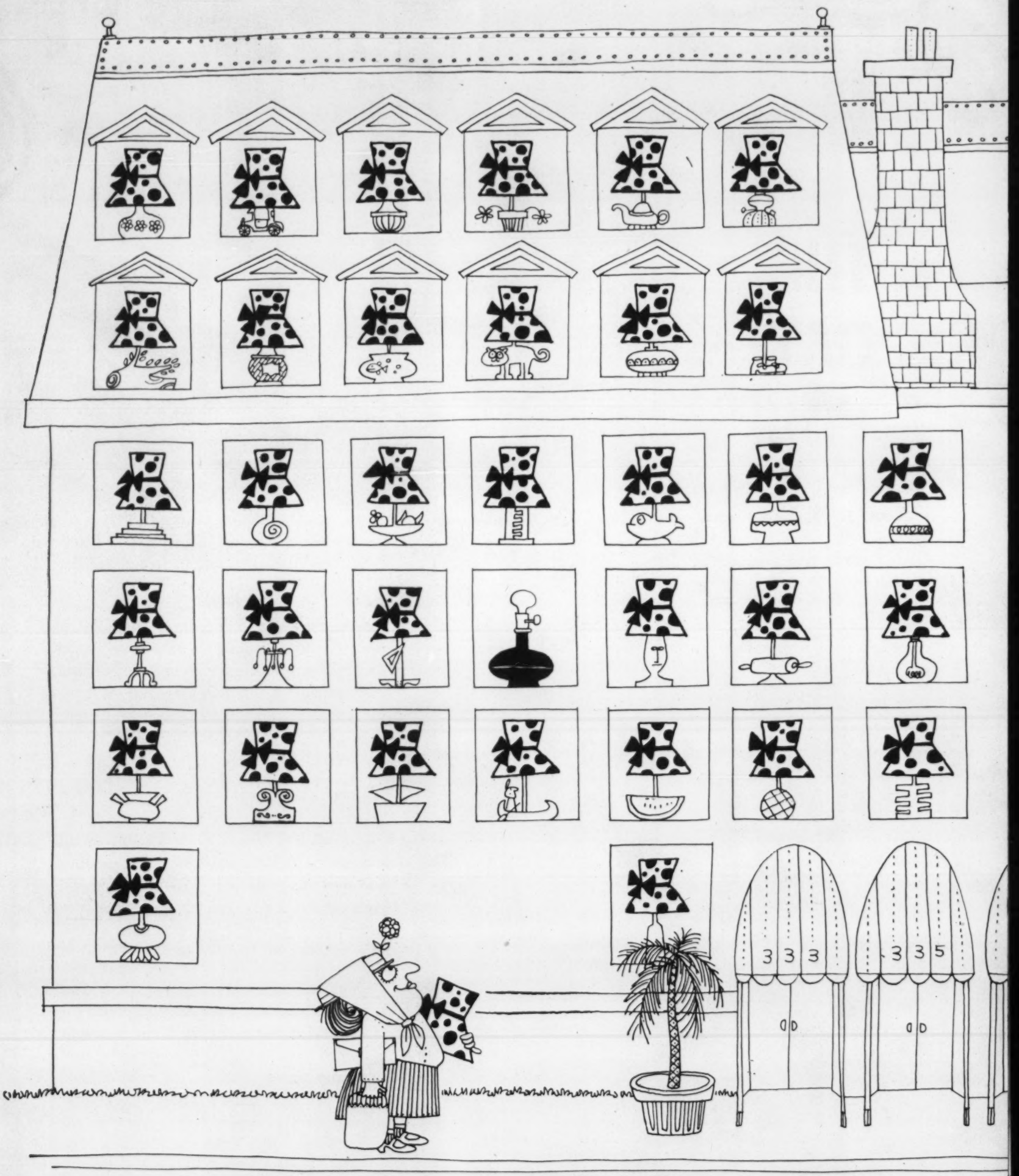
Weatherman goof? No, but right now at least two top Chemical Process companies want you to put antifreeze in your radiator this summer. Their story is that it fights rust and is a great coolant. And profit-eyed management is backing it up with big advertising.

The same magazine that reports such significant marketing newsbreaks is the sourcebook for these CPI innovators in all management interests. In new product development, strategic plant location and construction, in research, cost-conscious production... in all vital decision areas. And this is where Chemical Week fits.

Like a glove! For of all CPI publications, only Chemical Week does business with management on management's own terms... meets the demands of these men with news and fact from every active front of this multi-billion dollar field. Ask the men who manage your best customer-prospect firms. They'll tell you, decisively, that Chemical Week is "*industry spokesman for CPI-Management.*"

Chemical Week

A McGraw-Hill Businesspaper (ABC-ABP)



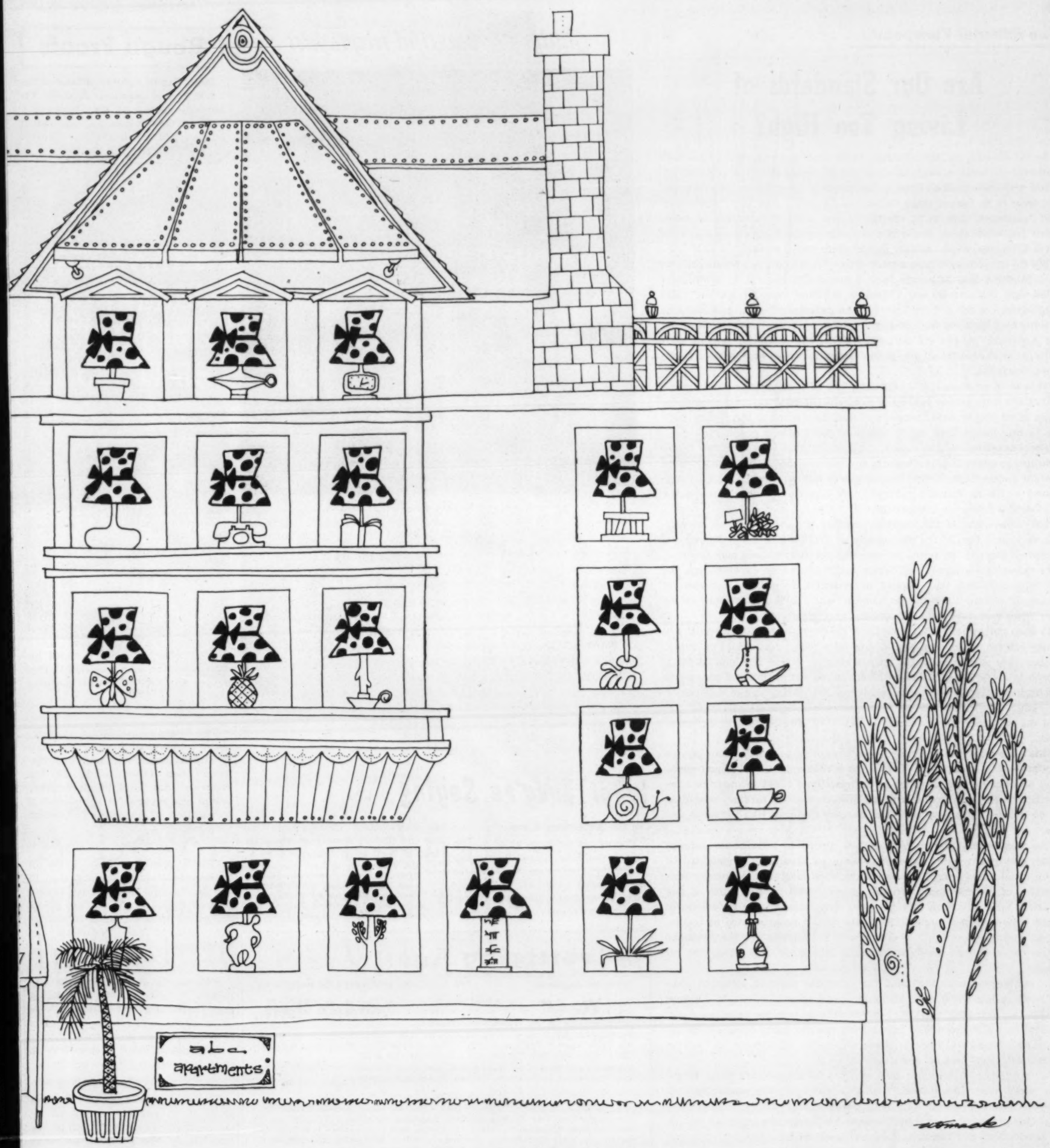
Media's Law:

To a seller of lamp shades, the pulling power of an advertising medium is equal to the number of lamp shades sold.

To media men, pulling power is influenced by several inter-related factors.

These factors are expressed in a law or formula that looks like this:

[Pulling Power = Circulation Volume × Editorial Vitality × Reader Confidence]



The larger measure of these ingredients in the Chicago Tribune accounts for the greater results produced for advertisers.

The Chicago Tribune, with a circulation 1½ times that of any other Chicago newspaper, outpulls the other papers by at least 3 to 1 and as much as 15 to 1.

More Chicago families read the Tribune than the top five weekly magazines combined; more than six times as many Chicagoans turn its pages as turn on the average evening TV show!

Chicago Tribune

The Editorial Viewpoint . . .

Are Our Standards of Living Too High?

In its attacks on advertising, direct and implied, the Democratic national convention made it clear for all to see that the political position and connotations once so assiduously assigned to "Wall Street" are now to be thrust upon "Madison Avenue," and that "hucksters" and "pitchmen" are to be identified, for political purposes, as synonyms for advertising, the while advertising itself serves as a symbol for a frivolous, meaningless, gadget-dominated society.

We do not so much expect such direct frontal attacks on advertising as a punitive tax, although such a possibility cannot be completely ruled out. But we do see "Madison Avenue" and "hucksters" and "high-pressure advertising" serving an extremely useful political role as whipping boys for the not-too-specific exposition of the notion that the American people are being led down the primrose path of self-indulgence the while all our noble aspirations as a nation are washed down the drain.

This is, in essence, the old familiar cry of totalitarians of all stripes —that the state knows best how to direct the efforts and the expenditures of its people, and that advertising does nothing but induce people to buy things they don't need and can't afford.

The expression of this "new" philosophy that the consumer overindulges in materialistic comforts and conveniences unless an all-wise central government directs him properly follows closely the line suggested by Dr. Arthur Schlesinger Jr. in a pamphlet circulated by the Democratic Advisory Committee.

The statements of the keynote speaker and others at the convention indicated that if the philosophy of Dr. Schlesinger has not been accepted literally in terms of advertising restrictions and controls, they nevertheless agree that freely-made consumer expenditures are too high and that they should be reduced by putting a brake on "Madison Avenue" and the "pitchmen" and the "high-pressure salesmen" they associate with advertising and promotion.

It does not appear likely that the Democratic candidates will actually ask for election on a platform of a reduced standard of living, or that they will even admit such a charge. But if the appeals for a return to austerity in order to divert more of the national income to the high purposes of national achievement voiced at the convention are reduced to their simplest terms, they will be seen as a direct attack on consumer expenditures in favor of greater federal expenditures.

This makes far better sense as an argument to the Russian people than it does to Americans. Russia has a relatively undeveloped economy, and has had to sacrifice at the consumer level in order to concentrate on the production and maintenance of its military machine. We do not need to make such a choice, in anything like the same degree.

The miracle of America has been its ability to provide for defense needs, and at the same time constantly to advance the standard of living of all Americans. The recent decades have seen a broader distribution of income and a greater participation in the fruits of our advanced economy than any previous generations have experienced. There is no reason why national goals should be presented as inconsistent with freedom for the consumer to participate in the enjoyment of the better things which have made life fuller and richer for all citizens.

No one argues over the need for adequate defense, although naturally there is a great deal of debate over what is adequate. No one decries the desire for more and better schools, nor for more adequate medical care for the whole population, nor for more adequate housing—although again there is great difference of opinion as to how these goals may best be achieved.

But we fail to understand how, within the framework of an economy which dares to call itself free, shackles upon the promotion and sale of consumer goods will help achieve any worthy social purpose. Our problem, as so many economists lately have pointed out, is not production, but consumption; not lessened business activity, but greater.

The Democratic platform itself calls for enormous increases in business activity, declaring that we must achieve a yearly five per-cent increase in our economic productivity, and excoriating the present administration because our recent increases have not been of this dimension. How is this increase in economic production to be achieved, if advertising and selling and the development of higher standards of living are to be harassed and shackled?

What is the point, then, of suggesting that consumers must tighten their belts, and indulge in Spartan abstention from the things that make life easier and more pleasant? What is the point of suggesting that "Madison Avenue" is not only thoughtless but perhaps actually subversive, deliberately misleading the American people down the path of ruin?

The point is all too clear. "Madison Avenue" is a convenient (and sufficiently nebulous) symbol to make a good rallying point. It has connotations of big, bad business; of hidden persuaders; of connivance against the integrity of the people—as "Wall Street" had in its day.

Under these conditions, no one can doubt that the advertising business must take far more effective action than it has ever taken in the past to clarify the function of advertising and to protect its reputation as a decent instrument for the conduct of legitimate business.

We must not fall into the trap of meeting hysterical campaign oratory with hysterical outbursts; but neither must we allow ourselves to sit quietly by, while our business is sneered at and slandered, a convenient scapegoat for every political orator.

\# \# \#

Gladys the beautiful receptionist

—Holden McAllister, Fletcher Richards, Calkins & Holden, New York

"For summer, his Roi-Tan slogan is 'Get a real smoke . . . with or without sun!' "

What They're Saying . . .

On the American Line

The whole problem is a psychological one. Any approach intended to get the maximum results from the African market, therefore, must be original, patient, flattering and courteous—and, of course, in extravagant doses. Something on the line of American advertising, in fact, is necessary.

—A description of how to reach the African in the Federation of Rhodesia and Nyasaland, quoted from the Rhodesian Reporter by World's Press News and Advertisers' Review, London, England.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

Sen. Frank Church attacked the hucksters of Madison Ave. in his keynote speech at the Democratic national convention, but they called on an old ex-huckster, Chester Bowles, to write the platform.

•

The reported slump of appliance sales in the first half of 1960 could not possibly be attributed to the new austerity program for consumers advocated by the Democratic bigwigs in convention assembled.

•

The decision of Standard Oil (Indiana) to sell its products under the Amoco brand is going to give the sign industry one of the greatest field days in its history.

•

"Compton invades British ad field with Garland buy," the headline says.

For admen interested in European travel, there's a very good way to mix business and pleasure.

•

Paul W. Lazarus, Jr., says newspapers shouldn't censor movie ads because the industry has screened them first.

The newspaper censors just want to be sure the picture is as startling as the advertising.

•

It's difficult to find brand names for new products, opines Sidney Diamond.

It's the same problem faced for so long by the man who had to find names for new Pullman sleeping cars.

•

The international outdoor advertising congress in Toronto was really international, with so many visitors from other lands on the program that IBM headsets were called into service for simultaneous translation of speeches in foreign tongues.

•

Gleem seems to have lived up to its name as a shining star in the toothpaste firmament, having pushed Pepsodent into third place, according to a research report by the eminent and veracious Dr. Sindlinger.

•

P&G has let it be known that the people it hires for its advertising and marketing activities must be promotable, as it is company policy to fill executive posts from within.

Even an adman can aspire to be president.

•

The American League All-Stars were so thoroughly clobbered by the National League in both games that Casey Stengel was probably happy not to have been in the line of fire.

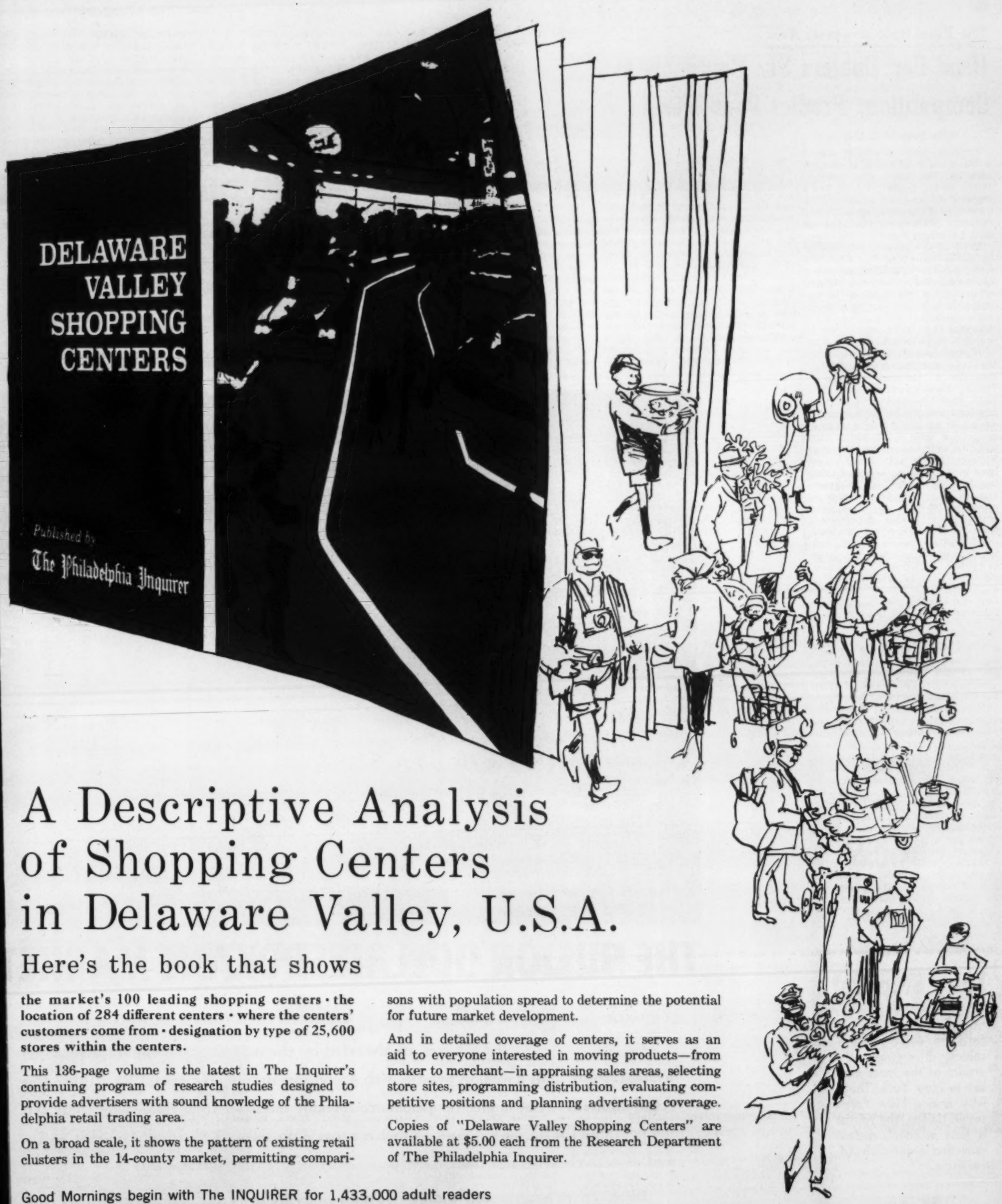
•

After what happened to Stuart Symington, Harry Truman elected to stay away from the Democratic national convention. He decided that this was not the right time to give 'em hell.

•

Dow-Jones suggests that a news ticker would lend the right business atmosphere to an agency office without disturbing inmates of the ivory tower with its clickety-click.

COPY CUB.



A Descriptive Analysis of Shopping Centers in Delaware Valley, U.S.A.

Here's the book that shows

the market's 100 leading shopping centers • the location of 284 different centers • where the centers' customers come from • designation by type of 25,600 stores within the centers.

This 136-page volume is the latest in The Inquirer's continuing program of research studies designed to provide advertisers with sound knowledge of the Philadelphia retail trading area.

On a broad scale, it shows the pattern of existing retail clusters in the 14-county market, permitting comparisons with population spread to determine the potential for future market development.

And in detailed coverage of centers, it serves as an aid to everyone interested in moving products—from maker to merchant—in appraising sales areas, selecting store sites, programming distribution, evaluating competitive positions and planning advertising coverage.

Copies of "Delaware Valley Shopping Centers" are available at $5.00 each from the Research Department of The Philadelphia Inquirer.

Good Mornings begin with The INQUIRER for 1,433,000 adult readers

The Philadelphia Inquirer

NEW YORK
ROBERT T. DEVLIN, JR.
342 Madison Ave.
Murray Hill 2-5838

CHICAGO
EDWARD J. LYNCH
20 N. Wacker Drive
Andover 3-6270

DETROIT
RICHARD I. KRUG
Penobscot Bldg.
Woodward 5-7260

SAN FRANCISCO
FITZPATRICK ASSOCIATES
155 Montgomery St.
Garfield 1-7946

LOS ANGELES
FITZPATRICK ASSOCIATES
3460 Wilshire Boulevard
Dunkirk 5-3557

The View from Livernois Ave...

Used Car Dealers See Compacts as Competition; Predict Poor Resale

By John McGinnis

DETROIT, July 19—What impact is being made by the new compact cars on the used car market? There is an impact, but is has a variety of shapes, according to used car lot operators spread along Detroit's Midway of the used car deal, Livernois Ave.

Most of the dealers interviewed by ADVERTISING AGE this week are watching the new compact market invasion with interest, but not alarm. Some are dubious of the effect on the used car deal when the compacts themselves start reaching the lots in volume, say in another year or year and a half.

"I, for one, question whether their re-selling price will hold up," said Leo F. McCann, manager of Hanley-Dawson Chevrolet. "We have had no experience in purchasing compacts for re-sale as yet, except in an isolated case or so of an owner who is obviously dissatisfied with the smaller car after having tried it, and wants to get back into something bigger. I think the re-sale prices on compacts are apt to go way off, perhaps as much as 50% in the first year, which is a killing depreciation from the owner's point of view."

Mr. McCann runs a large volume lot, an outlet for used cars taken in by one of Detroit's large Chevrolet dealers. He says his deal is doing about 20% better than last year. He said he does not feel the compacts have cut into his volume.

■ A somewhat different opinion was voiced by Herbert Hall, manager of Bob Dawson's Used Cars, who said his business was off about one-third, although still healthy.

"What is the reaction of the average practical man when he has the option of either buying a fairly good used car for $2,000, or a brand new compact?" asks Mr. Hall. "He is quite likely to take the latter, for a number of reasons. He is getting a car no one else has driven. He is getting a longer warranty than the used car dealer can provide. In most cases he can get a better financial deal, or longer payment period, up to 36 months. While we are not hurting too badly, I think we can say some of our potential business on the higher priced used cars has been taken by the compacts."

Some of the dealers were quite insistent in pointing up the financing advantage the compacts have over the used cars. One was Henry Karnes, a veteran appraiser, who got out a pencil and pad and laid out two hypothetical deals, with the bank and financing rules generally governing, and demonstrated the gain, both in interest required and in length of contract, in favor of the purchaser of a new car.

■ Mr. Karnes is one of those pessimistic about the compact's future as a long term factor in the market. He thinks many of their purchasers are being taken by a fad, and believes the market value of the little cars will shrink more rapidly than conventional ones, once they reach the used car market.

"We are doing about the same on our lot, generally speaking, and we have had no trouble with the compacts," he said, "except that I believe they are presently attracting some of our customers. Still, with a car not too old, clean and in good condition, we have very desirable merchandise. The market is going to be okay, although some prices will likely go down."

■ James Drake, manager of Taylor's Used Cars, is another who believes the customer who used to come in looking for a late model used car is now turning to compacts. Although his business was down perhaps 25% from last year, he said it had picked up lately. He is another who questions whether the initial popularity of the compacts will last, asserting the majority of his customers are looking for a comfortable, economical and more spacious car.

"People who patronize the used car lots are quite often conservative, could afford a new car if they wished to spend the money, but are shopping for a gradual trade-up, improving the car they own over the years—or that at least is what they have in mind," he said. "The attraction of a used compact, once we start to get them later on, is not the sort to appeal to this type of buyer."

Lou Robbins, who has been 15 years at his present location—"quite a lot longer than most dealers along Livernois" he points out—said: "The compacts don't worry me, one way or another. I don't expect to handle them." His line of merchandise is almost completely in late model, more expensive cars, which even with a couple of years of use on them would be above the new compacts in price.

■ Barney Wood, who manages a lot owned by Simms-Dawson, had a word to say on the entire Detroit consumer market, having just moved his operation from Gratiot Ave., another used car center.

"I think it is the same everywhere. The compacts are taking a share of the present better used car market, and that's what I see as contributing to some 25% loss in our volume this year. I think when we start getting the compacts in quantity on the used car lots, say in a year or more, they will not be in as much demand as now and the market will even out. I don't think the used compact price will hold up strongly."

Mr. Wood did not attribute the poor market at present entirely to compacts, though. In the Detroit area, he said, there is considerable unemployment over the last year, ever since the steel strike, and customers for the used car market are replenishing savings and otherwise exercising controlled buying.

"One thing we all know," he said, "the used car buyer always is hunting the car that we call the

They Step Out

Mirror readers can afford to enjoy themselves. They are the cream of the mass market in New York. That's why among New York's seven dailies, the Mirror is first in hotel, restaurant and night-club advertising.

Make The Mirror a MUST!

THE BILLION DOLLAR SPOKANE MARKET

Metro figures are dwarfed by the magnitude of the total Spokane Market. More than a million people with $2 billion net income spend $1.3 billion at retail annually. That's more people, more income and more total retail sales than you get in all but the nation's 19 largest metro areas. You sell this 36-county market easily and effectively with just one "Newspaper-Buy" . . . the Spokane Dailies!

Big . . . rich . . . and walled in on all sides by towering mountain ranges, the Spokane Market is virtually impregnable to outside advertising – another reason The Spokesman-Review and Spokane Daily Chronicle are a *must* on your "A" schedules.

Spokane is a BURGOYNE Grocery and Drug Test City

*Source: Sales Management Survey of Buying Power, May 10, 1959

'cream puff.' If we can furnish the merchandise that looks so good you want to eat it, the buyer will forget about new compacts. Of course, those cars are not too plentiful."

■ AA visited a couple of lots specializing in low cost transportation—cars four years old and over—and found their operators almost completely uninterested in the compact deal. John Dunlap, who manages Bonded Auto Sales, said his lot's business was off 40% but not because of the compacts.

"It's unemployment, mostly," Mr. Dunlap explained. "The Detroit employment security is too limited. Almost all of our customers are shopping for price on low cost transportation, and that's why some of them get hurt. They buy things that can't be expected to stand up, and when they have a repair bill, it flattens them."

Jim Brink, another low cost lot salesman, also said the compacts were cutting no figure in his business, not being in his price range, and unlikely to be for another couple of years. He thinks the slowdown, about 50% off a year ago, is due to the election coming up, and thinks things will pick up if the auto employment stays steady in the fall.

All of this gives little consideration to the compacts, except for the employment in Detroit likely to come from their continued popularity.

'COMPACTS' WILL SOON BE FULL-SIZE: CURTICE

FLINT, MICH., July 19—Those small compact cars are likely to get bigger and more powerful a little at a time each year, until all of a sudden you will find them comparable to the larger cars.

This is the opinion of Harlow H. Curtice, retired president of General Motors, as voiced in a group talking over the automotive picture informally here recently.

In 1957, before leaving GM, Mr. Curtice went along with the decision to make a compact Chevrolet, the Corvair, and to prepare for other small cars.

He said the move was dictated by a mood for economy in the minds of the general public, engendered by the 1957 recession that was particularly hard-felt in the auto business. Mr. Curtice said he had doubts of the durability of the compact market over a long period of time.

■ Hints of increased power and other options, at greater cost, among the present compacts in 1961 seems to bear out the opinion that many Americans really don't want a small car as much as they thought they did.

The new 1961 compacts, the three to be offered by GM's Oldsmobile, Pontiac and Buick divisions, and Dodge's Lancer, are to be slightly larger and a little more costly. #

BUTTERFIELD POTATOES—*Butterfield Foods Inc., Muncie, Ind., will use four bulletins like this in Chicago to increase promotion for its au gratin potatoes. This is the first time the company has used outdoor. Creative Forum Advertising, Muncie, is the agency.*

Hobbs-Hall Pays $330,000

New York state attorney general Louis J. Lefkowitz has obtained a judgment of $330,000 against Hobbs-Hall House Inc. and three other interlocking corporations who were charged with an allegedly fraudulent puzzle contest (AA, June 13). The money has been placed in escrow and may be used only for the payment of prizes to winners of Hobbs-Hall sponsored contests. The judgment also prohibits false or misleading information in advertising the contests, using the names of companies not connected with the contests, amending or changing rules, and other requirements to which the defendants consented.

WXYZ-TV Names Three

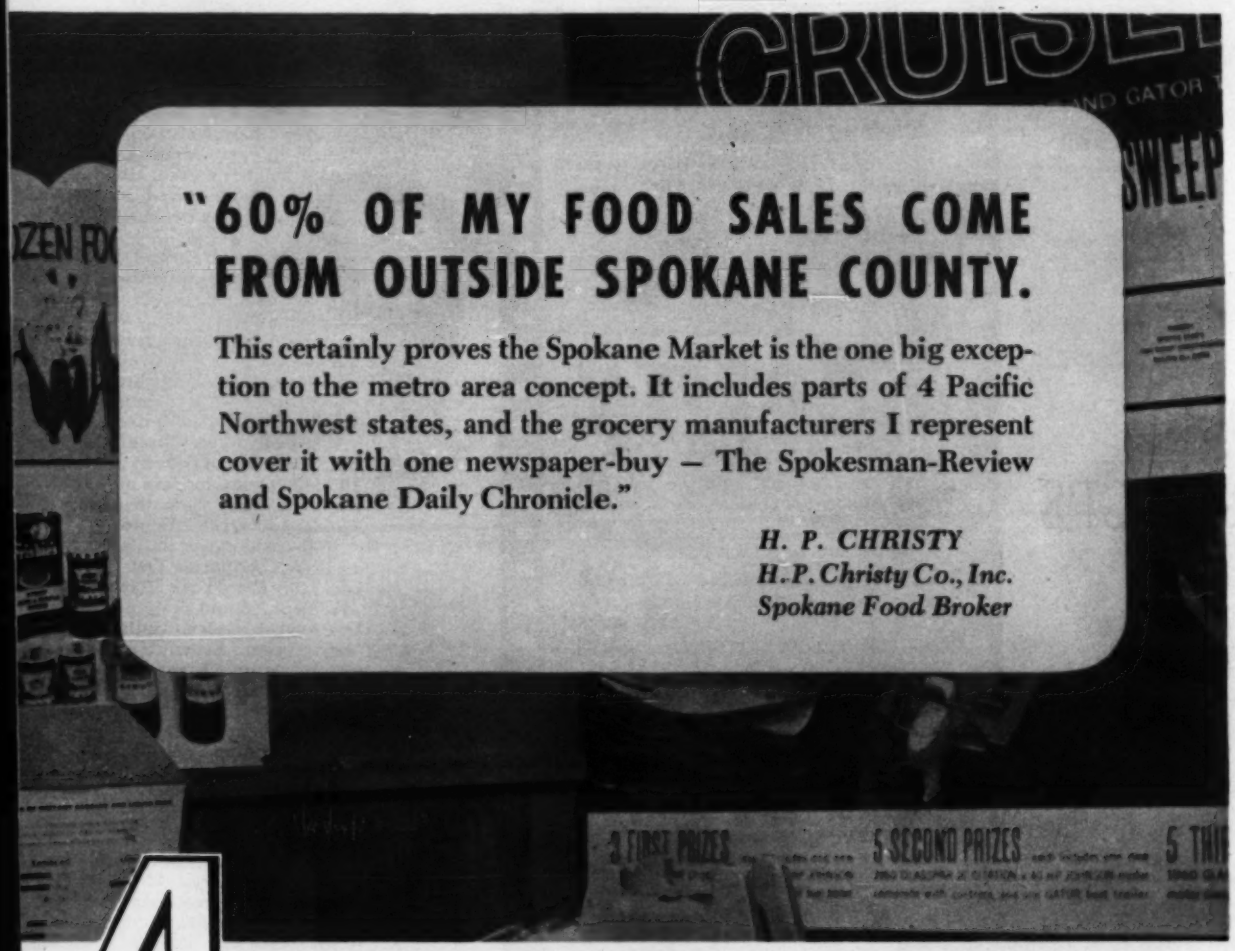
WXYZ-TV Detroit, has appointed Kent Fredericks account executive for television. At the same time Jan Coil has been named to the new post of local sales manager and Elaine Retzlaff has been appointed radio traffic manager. Mr. Fredericks joined the station in 1958, Miss Coil was formerly radio traffic manager, and Miss Retzlaff joined the department in 1956.

C&S Products Names Palm

C&S Products Co., Windsor Locks, Conn., manufacturer of a resin for use in splicing railway signal and telephone communication cable, has appointed Charles Palm & Co., Bloomfield, Conn., as advertising and marketing counsel.

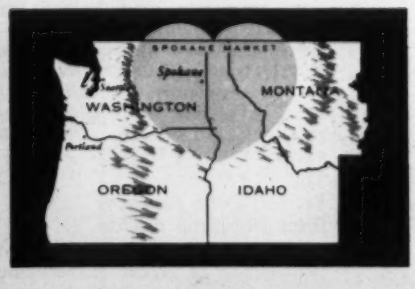
Harrison to Smith, Taylor

Smith, Taylor & Jenkins, Pittsburgh, has appointed Gaylon J. Harrison copy chief. Mr. Harrison was formerly copy chief of Grant Advertising, Detroit.


"60% OF MY FOOD SALES COME FROM OUTSIDE SPOKANE COUNTY.
This certainly proves the Spokane Market is the one big exception to the metro area concept. It includes parts of 4 Pacific Northwest states, and the grocery manufacturers I represent cover it with one newspaper-buy — The Spokesman-Review and Spokane Daily Chronicle."
H. P. CHRISTY
H.P. Christy Co., Inc.
Spokane Food Broker
3 FIRST PRIZES
5 SECOND PRIZES

..4 TIMES AS BIG AS IT LOOKS!

Heart of the Pacific Northwest



METROPOLITAN SPOKANE

Retail Sales: $342,344,000 The Spokesman-Review and Spokane Daily Chronicle reach more than 9 out of 10 families.

RETAIL TRADING ZONE*

Retail Sales: $793,504,000 The Spokesman-Review and Spokane Daily Chronicle reach 7 out of 10 families.

TOTAL SPOKANE MARKET

Retail Sales: $1,348,779,000 The Spokesman-Review and Spokane Daily Chronicle reach approximately 5 out of 10 families by carrier delivery.

*24 complete counties shown. Latest data with exception of circulation unavailable for parts of counties defined by A.B.C.

THE SPOKESMAN-REVIEW
SPOKANE DAILY CHRONICLE

Cover the Inland Empire like the sunshine

Advertising Representatives: Cresmer & Woodward, Inc. Sunday Spokesman-Review carries Metro Sunday comics and This Week magazine.

Traffic World

is the weekly newsmagazine of **transportation management*** in every industry and in every mode of transportation

* the men who set transportation policies in their own organizations and collectively form the national transportation policy — industrial traffic managers, carrier executives, port authority traffic executives, public warehousemen, educators, government and military officials, transportation attorneys, chamber of commerce officials.

See our Service-Ad in SRDS Class. 148

THE CHRONICLE MEANS THE WEST

Sunday circulation, San Francisco newspapers:
The Chronicle gained 22,243
The Examiner LOST 5,709

Source: Computation based on A.B.C. Publisher's Statements, 6 months ending March 31, 1959, 1960

Roberts Purchases WWIL

William A. Roberts, senior partner of Roberts & McInnis, Washington attorneys, has purchased WWIL, Ft. Lauderdale, radio station, for $400,000, subject to Federal Communications Commission approval. The station was purchased from Lester M. Browning and Carey H. Blackwell of Ft. Lauderdale.

Halbro Names Dickerman

Dickerman Advertising, New Hyde Park, Long Island, N.Y., has been named to handle advertising for Halbro Inc., Elmont, Long Island's largest distributor of sanitary chemicals, cleaning equipment and paper products.

National Radio Names Agency

Schwab, Beatty & Porter, New York, has been named the agency for the course in servicing electrical appliances of the National Radio Institute, Washington, D.C., effective Sept. 1.

GRECIAN GALAXIE—*This four-color bleed page will run in Vogue Sept. 1, one of a series of similar ads for the Grecian Galaxie collection of Artemis Inc., St. Louis.*

Artemis Goes to Greece for Lingerie Ads in Fall Drive

ST. LOUIS, July 19—Artemis Inc., lingerie manufacturer, went to Greece in early January for inspiration for its new fall lingerie collection to be featured in a series of magazine ads beginning in August.

Artemis management and its designers began planning for the fall campaign in November, 1959. Working closely with its agency, Ashe & Engelmore, under the direction of Roger Schwab, head of the agency's St. Louis branch, who previously had been general sales manager of Artemis, the company worked out all details of the Grecian Galaxie collection. A team of photographers, models and agency personnel then flew to Greece in January to create the ads.

Full color pages in *Vogue* Sept. 1, *Bride's Magazine* Oct. 15 (winter), the *New York Times Magazine* Sept. 18 and duotone pages in the August *Mademoiselle*, Sept. 10 *New Yorker*, September *Glamour Incorporating Charm* and a junior page in the September *Holiday* show models in the dainty lingerie amidst Grecian antiquities. All ads except the *New York Times Magazine* are bleed. Theme of each ad is: "The timeless beauty of Artemis."

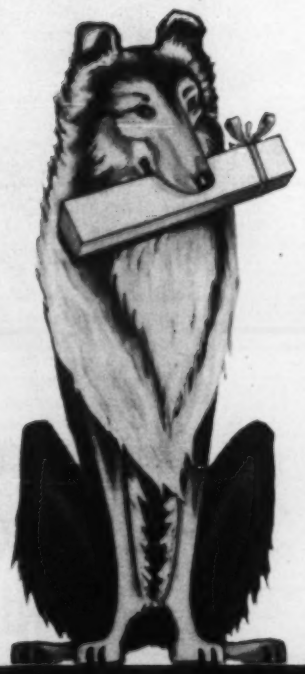
■ The ads have been merchandised since March 25 when the Artemis sales force began carrying the story to more than 4,500 department and specialty stores. Copies of each ad, plus counter displays with fabric swatches, statement enclosures, r.o.p. color mats and other aids were included in a presentation portfolio for salesmen.

The company reports more than 300 r.o.p. color newspaper co-op ads have been scheduled to date, with Artemis picking up half the tab. The company also has reported that with the presentation of the Grecian Galaxie collection, an "unprecedented number of orders" have come in, helping Artemis' early fall sales to a "50% increase over 1959 figures." #

Bennett Sells Agency; Joins Donahue & Coe

Al Bennett, formerly president and owner of Alvin Advertising Co., Buffalo, has joined the grocery products division of Donahue & Coe, New York, as account executive on the Best Foods division of Corn Products Co. Mr. Bennett told ADVERTISING AGE that he transferred ownership of the agency, which specialized in local supermarket accounts, to Francis Geiger, formerly a vp at the agency.

IN CENTRAL WEST VIRGINIA
★ Clarksburg ★ Fairmont ★ Morgantown



YOUR PRODUCT'S BEST FRIEND IS

The FRIENDLY Group's
WBOY-TV
A SHOPPER TOPPER STATION
CHANNEL 12

IN CLARKSBURG:
Roger Garrett—MAin 4-7573
IN NEW YORK:
Lee Gaynor—OXford 7-0306
Represented Nationally: Avery-Knodel, Inc.

In Television too, a station is known by the companies it keeps! Here at WBOY-TV our sponsor list reads like the "Who's Who" in local and national advertisers. Yes, Iron City Beer, Lever Brothers, Ford Dealers, Gulf Oil, Carlings Beer, Domino Sugar, Carnation Milk, Hope Natural Gas, Procter and Gamble and U.S. Rubber are just a few of the firms who buy BOY to tell and sell 150,000 TV families in the heart of Central West Virginia—families with almost ONE BILLION DOLLARS TO SPEND.

Member The FRIENDLY Group — John J. Laux, Managing Director

WSTV-TV
CHANNEL 9
The lowest cost television bridge to the Upper Ohio Valley's Five Billion Dollar retail market. The best of CBS and ABC. Plus Shopper Topper Merchandising.
John J. Laux, Exec. V-P. — AT 2-6265
Represented by Avery-Knodel, Inc.
STEUBENVILLE-WHEELING

KODE-TV
CHANNEL 12
28% taller and 29% more powerful. Tells and sells 152,000 TV homes who spend 750 million annually. The best of CBS and ABC. Plus Shopper Topper Merchandising.
D. T. Knight, General Manager — MA 3-7260
Represented by Avery-Knodel, Inc.
JOPLIN, MISSOURI

WRGP-TV
CHANNEL 3
More to see on Channel 3 with NBC. Dominates the key corners of Tennessee, Georgia and Alabama where over a million people spend 800 million dollars.
Harry Burke, General Manager — OX 8-1505
Represented by H-R
CHATTANOOGA, TENNESSEE

WRDW-TV
CHANNEL 12
Newest member of the FRIENDLY Group serving over a million people with 721 million dollars to spend. The best of CBS and ABC Networks.
Robert E. Metcalfe, Managing Dir.—TA 4-5432
Represented by Avery-Knodel, Inc.
AUGUSTA, GEORGIA

WBOY-TV
CHANNEL 12
A captive audience of 150,000 TV homes with a spendable consumer income of almost One Billion Dollars. The best of NBC and CBS. Plus Shopper Topper Merchandising.
Roger Garrett, General Manager—MAin 4-7573
Represented by Avery-Knodel, Inc.
CLARKSBURG, WEST VIRGINIA

HOW'S **DETROIT** DOING?

To Detroit's auto makers, 1960—second best auto year of all time—is over. 1961 has begun.

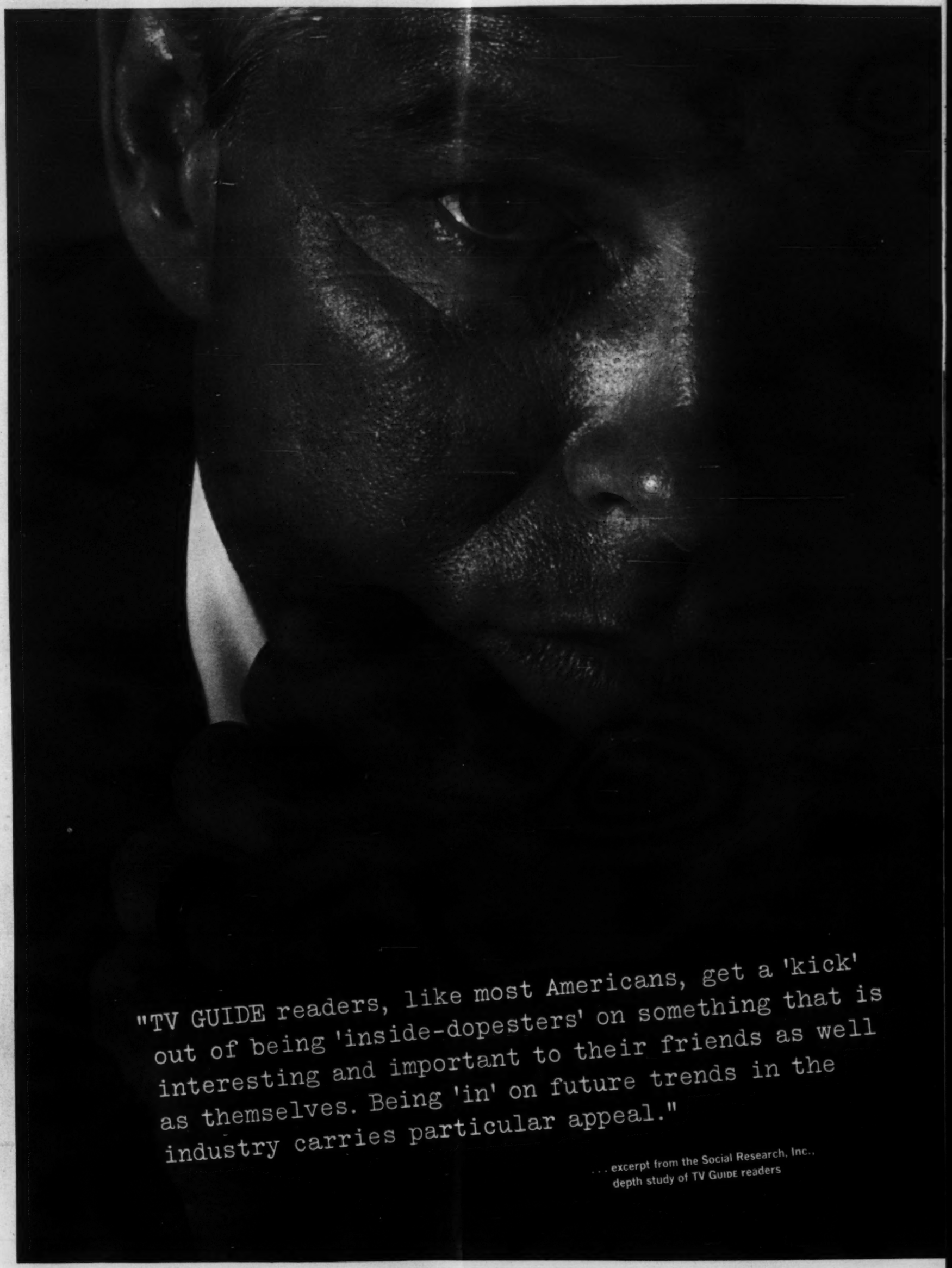
Soon, new models, new names, new sizes will whet car-buying appetites as never before. Another big year for Detroit is shaping up. Big production. Big wages. Big retail store sales volume.

Now's a good time to give your products a forceful year-end sales push in Detroit, with the help of The News. It sells over 100,000 more papers weekdays, and over 200,000 more Sunday than the second paper in the big-volume trading area. That's why The News carries more advertising than both other Detroit newspapers combined.

640,079 Sundays — 480,673 Weekdays
average for 6-month period ending
3/31/60 filed with ABC, subject to audit

The Detroit News

New York Office: . . . . . Suite 1237, 60 E. 42nd St.
Chicago Office: . . . . 435 N. Michigan Ave., Tribune Tower
Pacific Office: . . . . . 785 Market St., San Francisco
Miami Beach: . . . . . The Leonard Co., 311 Lincoln Road



"TV GUIDE readers, like most Americans, get a 'kick' out of being 'inside-dopesters' on something that is interesting and important to their friends as well as themselves. Being 'in' on future trends in the industry carries particular appeal."

. . . excerpt from the Social Research, Inc., depth study of TV GUIDE readers

Why millions of selective viewers "can't get along without" TV Guide

Who reads TV GUIDE, *and how and why?*

Dr. Burleigh B. Gardner and his Social Research, Inc., staff have painted a convincing, 3-dimensional picture of TV GUIDE readers. Theirs is one of the most comprehensive magazine-audience motivational studies ever undertaken. It is significant to everyone concerned with advertising media. Over a year in the making, it covers the economic and geographic spectrum and represents a fair cross section of the 7,250,000 families who buy TV GUIDE each week.

Some 73% are *selective viewers* who find TV GUIDE indispensable to making their TV hours constructive, profitable and enjoyable. Selective viewers are determined to get the best out of television. They regard watching it as a worth-while, active pursuit . . . and they apply intelligence and organization to choosing what they watch.

TV GUIDE helps these selective viewers become knowledgeable and conversant about the whole TV world. They read the magazine cover-to-cover—to them it is an entity. Program synopses, discussions of the state of television, reports on trends and personalities, glimpses behind the scenes, and forecasts—all these contribute to their understanding, to making them informed, intelligent viewers.

Not surprisingly, these are the kind of people whose approach to life — to all leisure activities, to buying — is constructive and positive. They *do* things. They are intellectually curious and determinedly rational. They form a major market for every consumer advertiser . . . even more impressive qualitatively than quantitatively.

For your copy of "TV GUIDE: A STUDY IN DEPTH," which details this important survey's findings, call your local TV GUIDE office or write TV GUIDE, National Advertising Department, Radnor, Pa.

Best-selling weekly magazine in America
circulation guarantee 7,250,000

TV GUIDE

The Station of Quality in the Quad-Cities

ROCK ISLAND • MOLINE • EAST MOLINE, ILL.
DAVENPORT, IA.

WHBF

CBS RADIO & TELEVISION FOR WESTERN ILLINOIS - EASTERN IOWA

Geer-Murray Starts New Unit

Geer-Murray Inc., Oshkosh, Wis., has opened a new technical services division devoted exclusively to producing service manuals, parts catalogs and other technical literature, art and photography. Supervised by James Youngworth, the new division operates separately with its own offices and its own staff of engineering writers, artists, and photographers.

Dairy Assn. Names Brookman

John Brookman, sales promotion and planning assistant at NBC-TV sales, central division, for the past two years, has resigned to become product program director of the American Dairy Assn.

Ennex Ointments Launched

Ennex Corp. is running an introductory campaign for Ennex ointment, a new product for skin irritations. Herbert B. Adler Advertising, Jersey City, handles the account.

Drug Stores Scored Record Sales in '59; Prescriptions Led

NEW YORK, July 19—Americans spent a record $7,247,640,000 last year in the nation's 54,000 drug stores. This brought $10,000 more business to each of the stores, according to the 13th annual "what the public spends" report, published by Topics Publishing Co., publisher of *Drug Topics* and *Drug Trade News*.

Dr. Paul C. Olsen, director of marketing research, told ADVERTISING AGE that an estimated 25,000,000 people a day visited drug stores. The biggest product category was prescription drugs, with sales of $2,017,780,000 last year—an increase of 27.2% over 1958.

In terms of sales increases, packaged medications came next (15.6% over 1958), followed by toiletries and cosmetics (11.9%), and confectionery and tobacco (12.2%).

■ The best sellers after prescriptions were: cigarets and cigars ($573,670,000); confectionery ($192,530,000); non-prescription vitamins ($160,810,000); aspirin and compounds ($117,750,000); camera film ($117,330,000); tonics ($61,470,000); cough syrups ($59,850,000); toothpaste ($55,680,000); infant formulas ($48,380,000); cold tablets ($41,130,000); shampoos ($40,910,000); reducing preparations ($40,310,000); sanitary napkins ($38,910,000), and deodorants ($38,570,000).

A breakdown shows that Americans spent $36,710,000 for lipsticks, $8,140,000 for baby powder, $6,750,000 for suntan lotions and $29,330,000 for aspirin.

Razors showed a whacking $2,000,000,000-plus hike to $8,810,000, or 43.9% over 1958. This Dr. Olsen attributed to "some intensive advertising by two or three companies whom we won't name." #

Carlsberg Runs One-Word Contest in New York Area

Carlsberg Agency, New York, importer of Carlsberg beer from Denmark, is using direct mail and spot radio announcements in the New York metropolitan area to promote a one-word contest. Contestants merely have to enter "one word which best describes the polymorphous joys of quaffing Carlsberg beer."

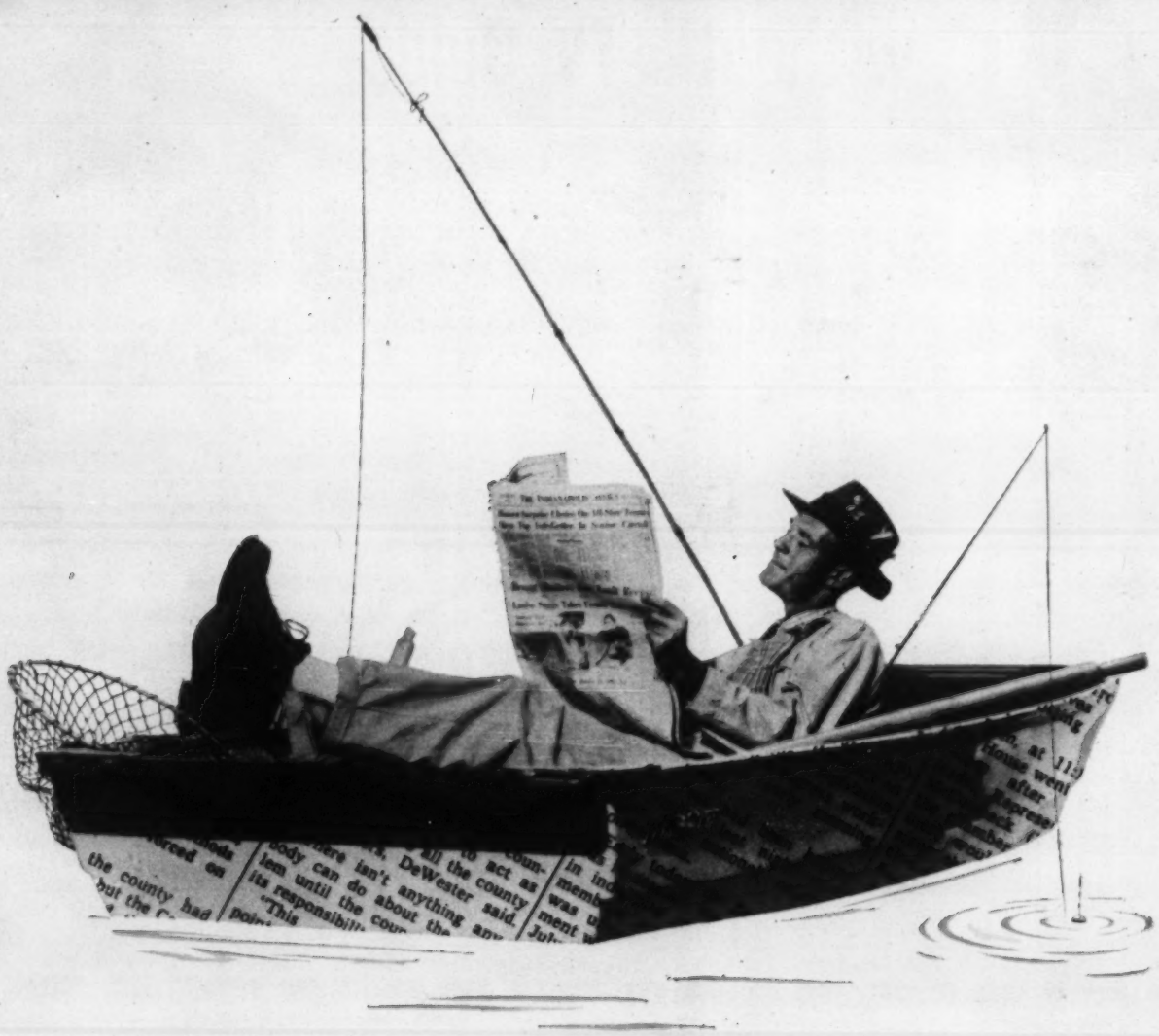
Two prizes are offered: A 17' 8" Silhouette Mark II sailboat and an Austin-Healey Sprite. The contest runs from July 11 through Sept. 15, with entry blanks available at restaurants. On the radio schedule are WQXR, WNEW and WABC, New York; WVNJ, Newark, and WNHC, New Haven. The direct mail campaign covers 5,000. business leaders. Wexton Co. is the agency.

Grand Union Names Two

Richard Gilbert, formerly advertising manager of Coward Shoe Inc., has joined Grand Union Co., East Paterson, N.J., as advertising manager of the Grand-Way division, a new post. Peter M. Kenyon has been named national accounts manager of Stop & Save Trading Stamp Corp., South Hackensack, N.J. He joined Grand Union, parent operation of Stop & Save, in 1954 and most recently was assistant to the director of sales.

AMA Releases New Book

"Marketing Concepts in Changing Times" has been published by the American Marketing Assn. It consists of papers delivered at the marketing conference conducted in Washington last December. Copies may be obtained from the AMA, 27 E. Monroe St., Chicago. Price is $4 for members and $6 for non-members.



You're in ...in Indiana with the STAR and the NEWS

Relaxing or working—they never get away from The Star and The News.

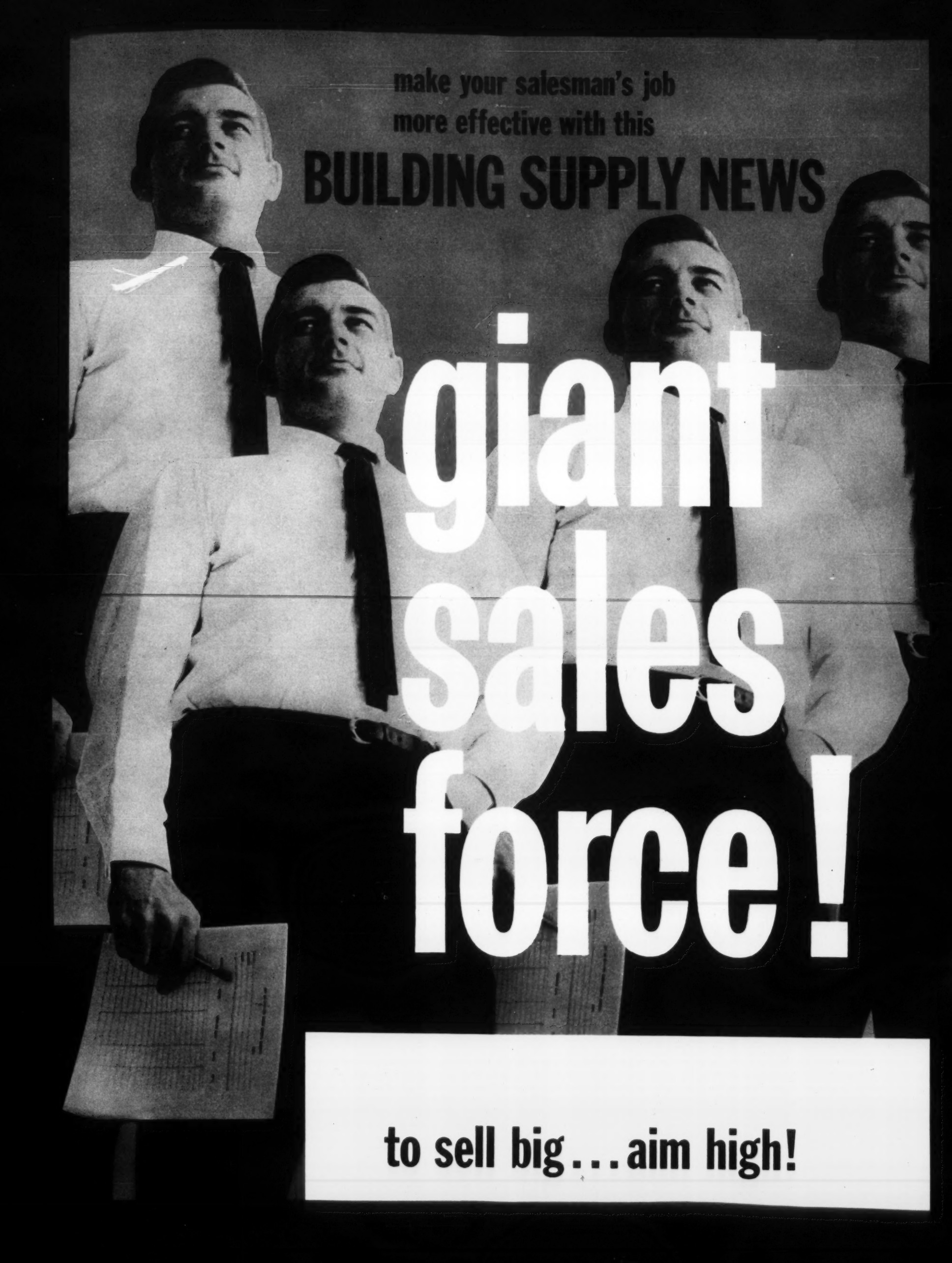
This sales-powered combination blankets Central Indiana's $3.8 billion, 45-county market —reaching more men and more women than any other advertising medium.

The Indianapolis Star Morning & Sunday
The Indianapolis News Evening

KELLY-SMITH COMPANY NATIONAL REPRESENTATIVES

unfold
the secret
of turning
"sell" into

sales


make your salesman's job
more effective with this
BUILDING SUPPLY NEWS
giant
sales
force!
to sell big...aim high!

to sell big . . . aim high!

BSN sets your sights on building material's biggest individual dealers . . . the men who ring-up 90 cents of every dollar spent with dealers for building materials and equipment for new home building, non-residential light construction . . . and the huge remodeling and repair market.

This GIANT SALES FORCE . . . numbering 19,282 separate dealer establishments . . . averages $440,000 in annual sales volume! Volume the dealer continues to build—through aggressive sales promotion, merchandising, planning, construction.

And yet, the very size and scope that make this dealer business so important to you—creates the roadblocks that stand in your way of reaching it effectively. The broader the dealers' interest; the more product categories; the bigger his business . . . the less time he can spend with your salesman or your distributors' salesman. Under such conditions your salesman needs more support; advertising must carry a greater share of the selling load.

BUILDING SUPPLY NEWS strongly belongs in your marketing program because it "opens more doors" . . . builds an "image" . . . tells your story as you want it told . . . helps your salesman do a better job. In accomplishing this, BSN increases the effectiveness of your overall selling operation . . . reduces sales cost . . . and . . . through increased dealer acceptance, support and promotion . . . builds and holds product leadership in an exploding $10-billion market!

Build Sales Now with BSN

BSN SUBSCRIBERS . . .

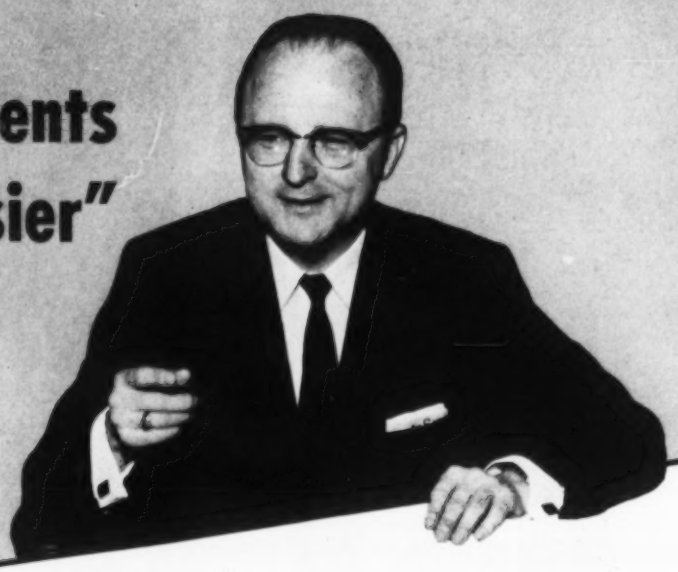
SELL ROOFING · DOORS · GLASS · APPLIANCES · WINDOWS · HARDWARE · LUMBER · FLOORING · PLYWOOD · PAINT · MILLWORK · LAWN AND GARDEN TOOLS · TILE AND TRIM · FENCES · FARM EQUIPMENT · NAILS · SCREWS · PLASTER · LATH · CEMENT · STONE · REINFORCING · KITCHENS · BATHROOMS · ELECTRIC SUPPLIES · PLUMBING

BUY LIFT TRUCKS · READY-MIX TRUCKS · HAULING TRUCKS · READY-MIX · PAINTS · OFFICE EQUIPMENT · FILING SYSTEMS · CASH REGISTERS · BILLING SYSTEMS · COMMUNICATION SYSTEMS

CONTROL the sale, promotion and brand selection of products used by some 100,000 builders and 30 million homeowners!
A running report of these activities . . . recorded by the Bureau of Building Marketing Research, a division of Cahners Publishing Company, Inc. . . . adds still another dimension to BSN's capacity to serve and spark the lumber and building material industry to new sales heights that mean **more business for you!**

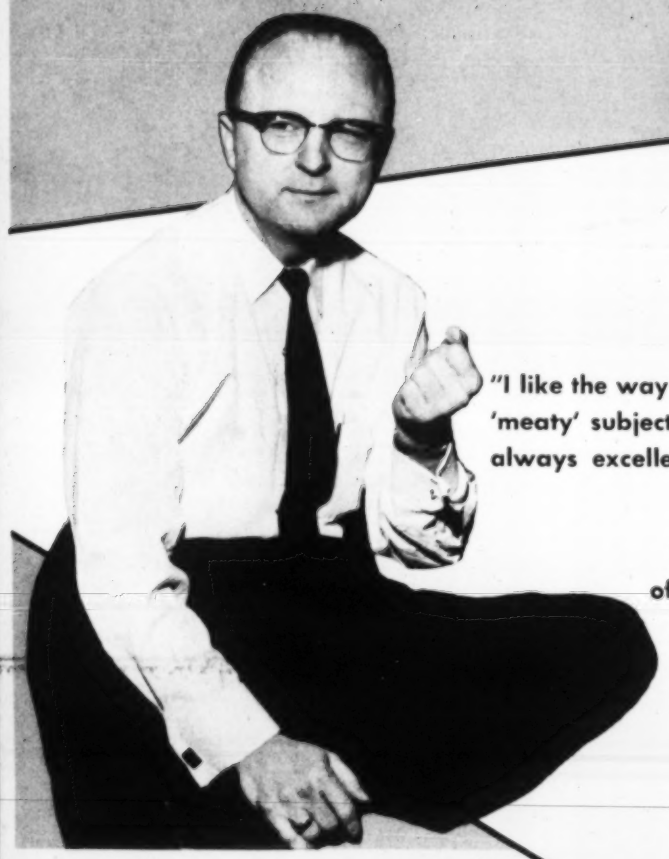
BUILDING SUPPLY NEWS
A Cahners Publication • 5 South Wabash Avenue • Chicago 3, Illinois

"Ad Requirements makes my job easier"



GERALD C. SHAPPELL
Advertising Manager
Sealy Inc.

"As Sealy ad manager I'm continually seeking sound advertising and merchandising ideas. Reading Ad Requirements certainly makes this phase of my job easier."



"I like the way AR covers such a variety of 'meaty' subjects in each issue. The content is always excellent."

"That's why I've saved most copies of AR and have built up quite a library of useful information that I keep for handy reference."

Sealy.

Mr. Shappell and Sealy Inc. are typical of the advertising-sales promotion professionals and important buyers of advertising products and services you reach in the pages of Advertising Requirements.

Started in 1881, the Sealy concern, manufacturers of bedding and dual-purpose furniture, now includes thirty plants in the United States and Canada and is in the front ranks of its field. In addition to space, broadcast and outdoor advertising programs, the company supplies its plants with more than 250,000 direct-mail pieces annually to help stimulate sales to its 15,000 dealers. (Direct-mail material totaling over 5,000,000 pieces a year is prepared for sale to dealers for their own use, too.)

As a further aid to regional and local promotion, newspaper mats, recorded radio commercials and filmed tv commercials are made available to Sealy plants; while dealers are serviced via instore and window displays. Contests for retail salesmen as well as giveaways to dealers (i.e. pens, pencils, money clips, etc.) also are part of the Sealy promotional effort.

Mr. Shappell, a shirt-sleeves advertising man, came to Sealy headquarters at Chicago in 1953, bringing with him an extensive background in department store advertising obtained at several eastern firms. He is a former president and a present director of the Advertising Executives Club of Chicago.

ar

Advertising Requirements

Workbook of Advertising & Sales Promotion

PRINTING, PAPER & PLATEMAKING · DIRECT ADVERTISING · LAYOUT & TYPOGRAPHY · AUDIO & VISUAL AIDS · SHOWS & EXHIBITS · SIGNS & DISPLAYS · PACKAGING & LABELING · ART & PHOTOGRAPHY · PREMIUMS, PRIZES & SPECIALTIES

200 EAST ILLINOIS STREET · CHICAGO 11, ILLINOIS
630 THIRD AVENUE · NEW YORK 17, NEW YORK

'So I Took My $40-G Alfa and I Hit the Road'

Swiss Marketer Figures Jazzy Car Will Help to Sell Watches, Timers

NEW YORK, July 19—Walter Gruetter, a Swiss marketing consultant, last week inaugurated what will be a combination trade mission and one-man traveling exhibition for five European companies.

Mr. Gruetter, head of Indreba Ltd., Basle, put on display at Hoffman Motors here a $40,000 custom-built Alfa Romeo sports car, with a special body design by Pinin Farina, noted Italian automobile stylist.

The car will be on display through the rest of the week. Mr. Gruetter will then take the automobile on a five-month tour of the U.S., covering 32 cities.

■ He will take with him the products of three Swiss manufacturers: Shock-proofing components for watches, made by Monorex of La Jeuveville; the "Tourist Everlight," an illuminated wrist watch made by Ad. Allemann Son Ltd. of Welschenrohr; and watch parts and timing specialties made by Ronda of Lausen.

Mr. Gruetter said he has been commissioned by these five companies—Alfa Romeo, Farina, Allemann, Monorex and Ronda—to investigate the market potentialities for their products in the U.S. He plans to interview consumers and see dealers, distributors and wholesalers. He will carry with him a stack of promotional materials for distribution.

The Swiss marketing consultant said the idea for this tour stemmed from accounts he had read "as a young man of the Yankee peddlers who made an art of person-to-person salesmanship in the early days of the United States."

■ One of the Ronda products for which Mr. Gruetter has high hopes is a timer that will supposedly help motorists cut down on fines for overtime parking. According to figures released here by Mr. Gruetter, New York City issued more than 250,000 summons for overtime parking at meters in 1959.

The Ronda timer is a device about the size of a quarter. It can be set for time periods up to two hours. When the designated time is up, it gives off a buzzing sound as a warning.

"It's an equal boon," Ronda says, "to the canasta-playing housewife who has a roast in the oven and some hot cards in her hand." #

Louis Wade Appoints VPs

John C. Butler, Jack D. McIntyre and Richard M. Katt have been named vps and heads of three key departments at Louis E. Wade Inc., Fort Wayne, Ind., agency, as part of an expansion program. Mr. Butler heads the creative department. Mr. McIntyre, in charge of the industrial account service, was advertising manager of Modernfold doors at Newcastle Products Inc. before coming to Wade early this year. Mr. Katt, formerly a Wade account executive, heads radio and tv advertising.

Nathan Starts Own Company

Wynn Nathan has resigned as a vp of MCA-TV and MCA International, tv film distributor, to form his own tv producers' representative company with offices at 550 Fifth Ave., New York. Mr. Nathan, president of the new company, expects to open branch offices in Chicago and Beverly Hills shortly.

Rickard Joins DeJur-Amsco

Joseph B. Rickard, who formerly headed Joseph B. Rickard Associates, New York, has joined DeJur-Amsco Corp., New York, as advertising manager of the photographic equipment division. Mr. Rickard has closed his agency, which had the accounts of the Research Institute of America and *Catholic Digest*.

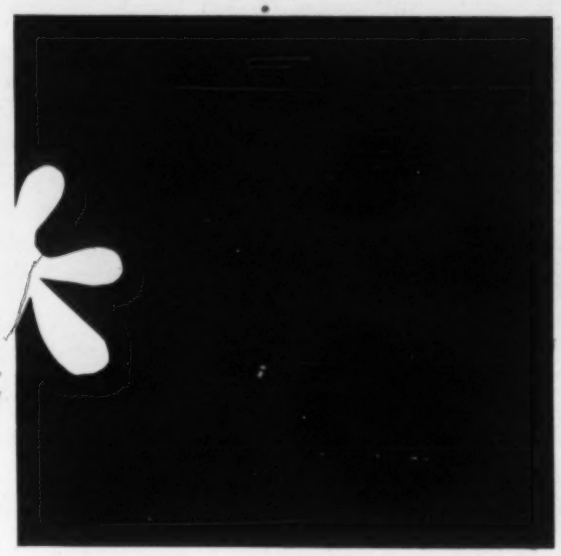
Myers Joins 'Westways'

Automobile Club of Southern California, Los Angeles, has appointed Hugh K. Myers advertising manager of *Westways*, succeeding David Clitter who has resigned.

J. Walter Thompson produces award-winning Ken-L-Ration television commercials with

FAN

FRED A. NILES PRODUCTIONS, INC.
1058 W. Washington Blvd. • Chicago 7
In Hollywood: 5539 Sunset Blvd.



OLSEN PUBLICATIONS *

* idea magazines
OF THE DAIRY INDUSTRIES

Olsen's *idea* magazines mold markets and influence buying trends in the annual 10.65 billion dollar dairy industry. They provide imaginative sales leadership — have the circulation and influence to spark industrywide promotions for advertisers. Long-time recipient of the industry's most coveted awards, Olsen Publications were the only dairy plant magazines honored recently with American Dairy Associations' Distinguished Service Award for "outstanding service to the dairy products industries." Accepting the award from ADA president Lyman McKee, is Lester S. Olsen (left) president of Olsen Publications.

OUR 50TH YEAR
THE OLSEN PUBLISHING CO.
1445 North Fifth St. Milwaukee 12, Wis.

STILL SELLING—*This ad which ran 73 years ago made a sale last month for the Proctor-Silex Corp., formerly the Enterprise Manufacturing Co. The company received a letter June 4 from a Wisconsin customer who wrote: "Read your ad in the Ladies' Home Companion dated Oct. 1, 1887. Enclosed find $3 for the family size meat chopper described in the said ad." The company complied, although the chopper has been redesigned and the price advanced to $11.50.*

Hunter's Red Kleenex Repackaged for Test Aimed at Housewives

NEENAH, WIS., July 19—Kimberly-Clark Corp.'s "hunter's pack" of flare-red Kleenex tissues introduced last fall is reportedly so successful that the company will test market a 200-tissue package of flare-red tissues this summer.

Beginning Aug. 1, shipments of the black and red carton will go to markets in 10 sales divisions. The company said its pocket-size package was not only well received by hunters but also drew such enthusiastic comment from women that it was decided to package the red tissues in an entirely new carton.

Foote, Cone & Belding is the agency. #

Butterfield Launches Ringo

Butterfield Foods Inc., Muncie, Ind., is introducing Ringo, a noncarbonated soft drink in three flavors made from fruit concentrates, in Chicago, Detroit, Milwaukee, Muncie, Toledo and Columbus, O. Newspapers, radio and tv spots will be used, starting in August. Ringo is being marketed in half-gallon jars, which sell for 39¢ retail. Creative Forum Advertising, Muncie, is the agency.

1960 R.O.P. Color Linage Up

Newspaper color advertising in May totaled 17,738,185 lines, a 15.4% gain over color linage in May of 1959, according to a report on r.o.p. color put out by R. Hoe & Co. Color linage in the first five months of 1960 totaled 68,631,384 lines, a 21.3% increase over linage reported in the same period last year. Among national classifications, gasoline and oil advertisers accounted for the largest amount of newspaper color advertising in May with 1,774,492 lines, followed by soft drinks (573,287), cigarets (571,440), passenger cars (556,096) and beers (525,485). The Hoe Report is based on a Media Records check of 400 newspapers in 140 cities.

Samuels to Manage WBNY

Perry S. Samuels, previously an account executive at WMCA, New York, has been named general manager of WBNY, Buffalo. Harry Trenner, formerly general manager and part owner of WBNY, sold his interest in the station to the Straus Broadcasting Group, which is now full owner.

Carpenter Joins KCRG-TV

George C. Carpenter III, previously local-regional sales representative of WOW-TV, Omaha, has been appointed general sales manager of KCRG-TV, Cedar Rapids, Ia. He replaces Gene McClure, who joined the Chicago office of Katz Agency, media representative.

Newman, Lynde Elects Hubbard

Ned Hubbard has been elected general manager of Newman, Lynde & Associates, Jacksonville. He has served the agency since 1948 as production manager, comptroller, account executive, account supervisor and secretary-treasurer.

foremost
AUTOMOBILE MANUFACTURERS
for their important color lithography work rely on The Regensteiner Corporation, now celebrating 50 years of service as one of the nation's largest producers of quality color printing.
Our 50th YEAR
REGENSTEINER CORPORATION
award-winning color/black & white lithography
Jackson Boulevard and Racine Avenue
MOnroe 6-4200 • Chicago 7, Illinois
New York office: 520 Fifth Avenue
OXford 7-0167

Reader's Digest
lowers costs
for advertisers
using six or

New incentive for consistency, benefiting both advertiser and publisher alike, will bring you extra savings in 1961

In 1961, companies will benefit from another major step by Reader's Digest to reduce advertising costs. It will help the consistent advertiser to achieve greater effectiveness:

6 to 11 pages within a year will earn the advertiser a *10% discount.*

12 to 23 will earn a *12½% discount.*

24 or more will earn a *15% discount.*

Other major magazines and nighttime television programs do not offer discounts as large as these for advertising budgets of every size, nor do their discounts provide the flexibility that permits you to benefit in any issue, at any season of the year.

A fourth economy for advertisers

This is the Digest's fourth major step in lowering costs for advertisers. Previously, advertisers gained from these bold Digest policies:

1. bleed space . . . 40% more area . . . at no extra cost
2. two colors at no extra cost over black and white
3. four colors at the lowest extra cost of any major magazine.

Now, for 1961, the Digest offers major discounts for *consistency*, a vital factor in successful advertising. By taking advantage of these new discounts, advertisers will actually pay less per page and even *less* per 1000 circulation than they do today.

Here's how the new discounts will make your advertising dollars go further in the Digest:

A 4-time Digest advertiser will pay $43,500 for each 4-color page; he can add two more 4-color pages for only $30,450 apiece—a saving of almost ⅓ on the fifth and sixth pages.

A purchaser of only 12 *half* pages will get the full 10% discount.

12 spreads will earn the maximum discount, 15%.

Every advertiser has maximum flexibility. He may earn these discounts all in one issue or in any number of issues within his contract year.

Circulation continues up

Long America's favorite magazine, Reader's Digest is bought and read by more people than ever. Advertising rates for 1961 are based on a new circulation base

Rothbardt & Haas Becomes Haas Advertising

Rothbardt & Haas Advertising, Chicago, has changed its name to Robert Haas Advertising. Mr. Haas, former exec vp, becomes sole owner and chief executive. A. Martin Rothbardt, former president, has left the agency to join James B. Beam Distilling Co., Chicago, as a vp. The agency's billings are currently in excess of $2,000,000 annually.

Succeeding Mr. Haas as exec vp is Olin W. Hoskins, formerly a vp and account executive. He also is creative director, a post he will continue to hold. Richard C. Esterquest, production manager, has been named a vp and will direct both the production and art departments.

Jewel to Open Supermarkets in European Market

In making a bid for a share of the European market, Jewel Tea Co., Melrose Park, Ill., has joined forces with Le Grand Bazaar D'Anvers, 10-unit Belgian department store. Through a newly formed company, Supermarches, 72% of which will be owned jointly by Jewel and Le Grand Bazaar D'Anvers, modern American-type supermarkets will be opened in the European market. The Belgian company will match Jewel's contribution of $1,850,000 in the new operation. Remaining stock in the company will be publicly owned.

Kraloy Names Allison

Robert W. Allison, formerly with Radio Corp. of America in Canada and National Direct Mail Corp., Montreal, has been named manager of advertising and public relations of Kraloy Plastic Pipe Co., Santa Ana, Cal. Mr. Allison will head Kraloy's new ad department. The company makes polyvinyl chloride pipe, fittings and valves for industrial uses.

Rhodes Joins Sackheim-Bruck

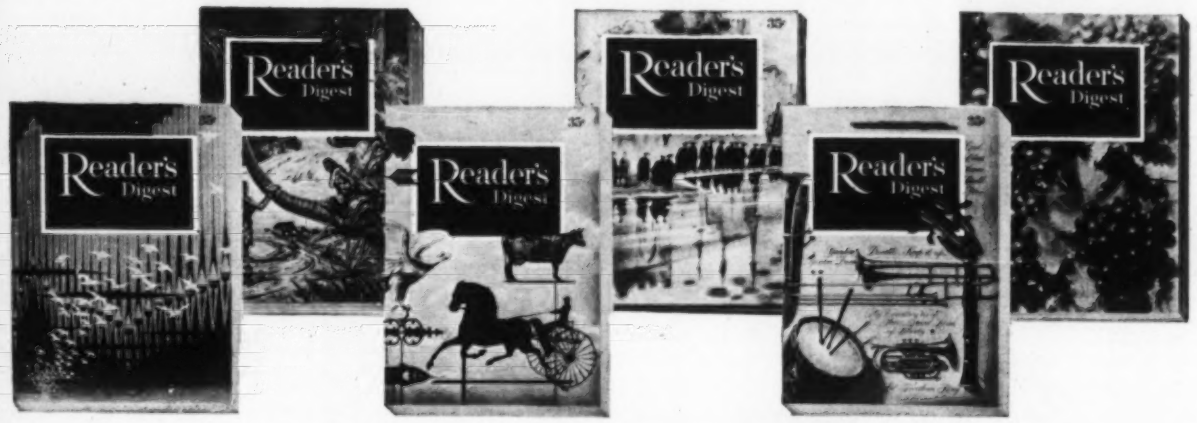
Arthur Rhodes, formerly with the Ozalid division of General Aniline & Film Corp. and Batten, Barton, Durstine & Osborn, has joined the creative staff of Maxwell Sackheim-Franklin Bruck Inc., New York. Sackheim-Bruck also has named Leonard Fisher, formerly with Reply-O-Letter and L. & C. Mayers Co., to its creative staff.

Edelstein Joins Kleppner

Edward B. Edelstein, formerly divisional ad manager, Kirby Block Co., has been appointed to the creative staff of Kleppner Co. New York.

WPBC Names Broadcast Time

WPBC, Minneapolis, formerly handled by Daren F. McGavren Co., has named Broadcast Time Sales as its national representative.



Six Digest pages a year now earn a 10% discount. No other major magazine or nighttime television program offers so large an annual discount on a modest advertising investment.

more pages a year

of 12,300,000—a third of a million higher than last year, and the highest in magazine history.

Advertising at new peak

Advertisers, too, are breaking Digest records. So far in 1960 advertisers have invested more per issue in the Digest than in *any* other magazine. Each year advertisers have invested more in the Digest than the previous year; for the last full year there was a 50% increase.

• • •

The table at the right shows readily why every advertiser should consider the Digest first in planning for 1961. It also shows how you can reach the largest and best, magazine audience in America, and make your advertising dollars work harder—in a year when most advertising costs will be higher than ever before.

HOW TO SAVE MONEY ON ADVERTISING

This table shows what an advertiser will pay for one 4-color page, on a cost-per-1000 circulation basis, along with the discounts he can earn for consistency:

	One-Time Cost per 1000	6-Time Discount	12- or 13-Time Discount	24- or 26-Time Discount
READER'S DIGEST	$3.54	10%	12½%	15%
Sat. Evening Post	6.68	3%	6%	9%
Life	7.02	—	6%	9%
Look	6.64	—	6%	12%
Ladies' Home Journal	5.25	3%	5%	8%
McCall's	5.10	—	4%	8%
Good Housekeeping	5.11	—	5%	10%

Reader's Digest costs are based on 1961 rates. Costs of other magazines are based on latest published rates; some of their discounts depend on dollar volume: in these cases the percentages shown are based on 1-page, 4-color insertions. Ask your Digest representative for comparisons based on the space and color units for your advertising.

People have faith in Reader's Digest

Largest magazine circulation in the U. S. Now, 12,300,000 copies bought monthly

METROPOLITAN
WATERLOO
NOW ONE OF IOWA'S
TOP 3
100,000 PLUS MARKETS

Federal Census shows Black Hawk County, **WATERLOO**, now has a population of 121,575, a 21 per cent gain over 1950.

Black Hawk County, Waterloo, now ranks third in the state, moving up from fifth position in 1950.

Waterloo and Black Hawk County — Iowa's great industrial and agricultural center — is now larger than Scott County, Davenport, or Woodbury County, Sioux City.

WATERLOO DAILY COURIER

AN A. C. NIELSEN TEST MARKET

Honoring the Minds that meet the Challenge of the '60s... **IRE remembers the MAN**

Haraden Pratt

...for

using electronics to promote public welfare

Electronics will have increasing impact on public welfare during the '60s, thanks to technical developments planned and administered by Haraden Pratt, winner this year of IRE's much-coveted *Founders' Award*. Mr. Pratt, IRE Secretary and consulting engineer, has been cited "for outstanding contributions to the radio engineering profession." IRE is proud to honor him, and to salute all who, in this challenging decade, work for the advancement of electronics and apply it to the betterment of our lives.

For a share in the present, and a stake in the future, make your product NEWS in

Your company, too, has to meet the challenge of the '60s in the vast radio-electronics field; to do so, it too must "remember the man" — must reach the top-level minds who control purchasing for electronic equipment, components and supplies. 65,243 (ABC) of them read **Proceedings** every month — ACT on what they read. Present your company's facts in **Proceedings** — and watch the reaction!

Proceedings of the IRE • The Institute of Radio Engineers

Adv. Dept. 72 West 45th St., New York 36, N. Y. • MUrray Hill 3-6606 BOSTON • CHICAGO • MINNEAPOLIS • SAN FRANCISCO • LOS ANGELES

PRELUDE TO HER PURCHASE KOIN-TV

The night before... the morning before... KOIN-TV's proven high standards of program service to the Portland, Oregon market earn the *respect* that captures her shopping eyes.* Her confidence and respect for what she sees and hears on KOIN-TV are powerful factors in determining *what* she buys.

*Highest Nielson ratings and widest coverage in the area... 7 of every 10 homes in Portland and 32 surrounding Oregon and Washington counties. (Nielson NCS #3).

KOIN-TV

PORTLAND, OREGON

CHANNEL 6

One of the Nation's Great INFLUENCE Stations Represented Nationally by CBS-TV Spot Sales

Getting Personal

Paris bound July 16 were **Al Michel**, manager of Radio Station WOPA, Oak Park, Ill., and his wife, who were guests for a few days of Maurice Chevalier at his villa outside of Paris. From there they'll tour London, Madrid and Lisbon. Mr. Michel hopes to be able to use Chevalier's name for a new building at the Little City, a home for retarded children in Palatine, Ill. . . .

Kenneth Harris, ad director of the Kitchens of Sara Lee, Chicago, and his wife, welcomed Kenneth Jr., born July 2. The Harris' have a daughter, Ellen, 2 . . . Seven-pound, nine-ounce Charles Getz III arrived July 7 to proud parents, Laura Louise and **Charles L.**, pr director for KYW and KYW-TV, Cleveland . . .

Jeanne Harrison, executive radio-tv producer at Mogul Williams & Saylor, New York, is now a syndicated newspaper columnist in her spare time. She's turning out a once-weekly column, "Platter Patter," on popular music and records for teen agers, which is being syndicated to more than 30 dailies by Columbia Features . . .

BERLIN SPEECH—*George J. Hecht, president, Parents' Institute, New York, was in West Berlin to address the 13th International Congress of the Periodical Press on June 13 on behalf of the Magazine Publishers Assn.*

One man's answer to the Long Island Railroad strike: **Joseph Sheldon**, manager of shopping sections for Fawcett Publications, has been commuting from Island Park, Long Island via seaplane—at $20 per trip . . .

Scott Hamley, account exec for KSFO radio sales, San Francisco, has a spanking new son, David Scott . . . **Leonard Bach**, promotion manager for the *Philadelphia Inquirer*, has named his second child, born the early part of June, Joshua Adam Bach . . . **Joe Quinn**, grocery products marketing manager of *The Saturday Evening Post*, is the proud father of a 7 lb. 15 oz. girl, Cathleen, born July 8 . . . **Lou Tripodi**, merchandising executive at Kenyon & Eckhardt, New York, has a second son, William Anthony, born June 5 . . .

Someone has made a survey of swimming pools in Weston, Conn., and come up with the information that advertising executives exceed all other occupations in pool ownership—the admen owning more than one-fourth of all Weston pools. Aquatic admen who own six of the 26 pools in Weston (pop. 1,155) are: **Mark B. Byron**, president of his own Westport agency; **Bob Foreman**, exec vp of BBDO; **Tom Heck**, McCann-Erickson art director; **Henry Mattoon**, McCann vp; **Don Perkins**, ad director of *Look;* and **Henry Schachte**, exec vp of Lever Bros. . .

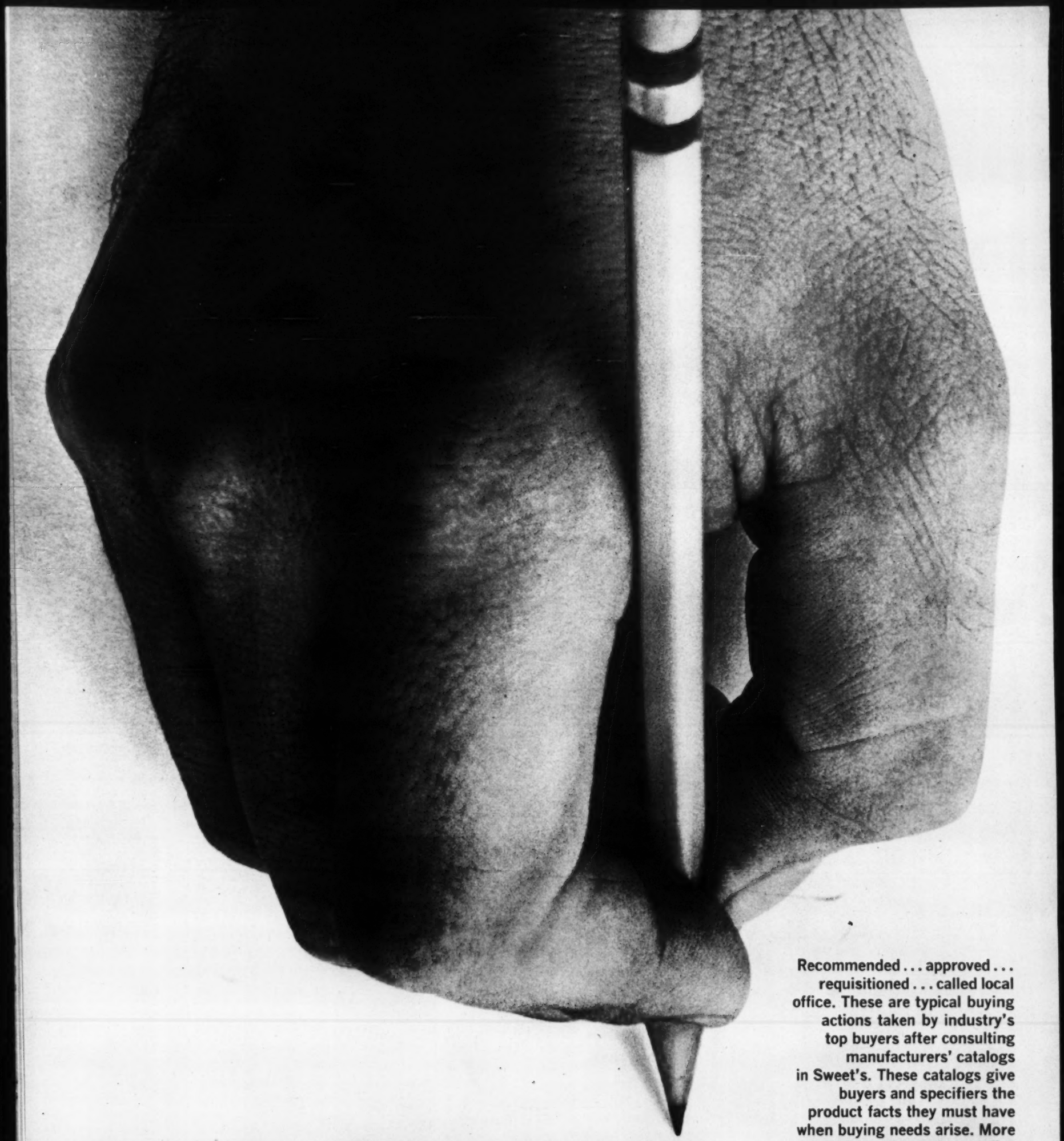
At the annual Cinciama golf outing at Kenwood Country Club, Cincinnati, consumer magazine representatives hosted Cincinnati and Dayton advertisers and agencies. **Bud Townsend**, Gibson Greeting Cards, took the low gross trophy with a 73, and **Fred Rutherford**, assistant ad manager, Drackett Co., won a door prize . . .

RETIREMENT-BOUND—*Maurice Hoare (center), director of advertising and sales promotion for the Ruberoid Co., New York, receives retirement send-off from E. J. O'Leary (left), board chairman and president, and F. K. Sweeney, sales vp. Mr. Hoare was with the company for 38 years and was head of its ad department since 1952.*

"Small Town in Mass Society," co-authored by **Joseph Bensman**, consumer research manager at William Esty Co., New York, and Arthur J. Vidich, is now out in paperbacks, published by Doubleday & Co. . . .

Fifty-nine employes at Erwin Wasey, Ruthrauff & Ryan's Chicago office were given service awards at the annual company outing at Four Winds Farm, Woodstock, recently. **David B. Williams**, president, presented service pins to veterans **Paul Watson**, 39 years; **Elmer Rieck**, vp and production manager, and **Stasia Kiely**, space order supervisor, both 38 years; **George Nelson**, 35 years; **Lorry Northrup**, 33 years; **Helen MacWhirter**, 32 years, and **Catherine Harrington**, 30 years . . .

Hazel Robinson, who recently marked her 25th year as receptionist for Fuller & Smith & Ross, Cleveland, has become a lady of leisure. . .



SPECIFIED

Recommended . . . approved . . . requisitioned . . . called local office. These are typical buying actions taken by industry's top buyers after consulting manufacturers' catalogs in Sweet's. These catalogs give buyers and specifiers the product facts they must have when buying needs arise. More than 80 buying-action studies in six basic industrial and construction markets document the buying activity a catalog in Sweet's can produce for your products. Your Sweet's Representative will gladly review the results of these studies with you. Sweet's Catalog Service, Division of F. W. Dodge Corp., 119 W. 40th St., New York, N. Y.

Family Weekly

NEW CIRCULATION GAINS

mean greater in-depth coverage of **192** otherwise underexposed mighty middle markets

TOPS 5 MILLION

and still growing!

FAMILY WEEKLY joins the exclusive "5-Million Club" of U. S. print media — climaxing one of the outstanding records of progress in publishing history! From a modest start of 32 distributing newspapers and some 630,000 circulation, FAMILY WEEKLY has soared — in just 6½ years — to a position of entrenched readership in 192 prosperous markets across the country.

Today, FAMILY WEEKLY — as the featured Sunday color-gravure magazine of 192 influential newspapers — points with pride to a circulation of 5,056,928 and in-depth coverage of 20% or better in 593 key counties. Advertising rates issued February 5, 1960 are effective through January 1, 1961.

The new high circulation total of FAMILY WEEKLY reflects the addition of newspapers, the growth of its markets, and the circulation gains of the influential "middle market" newspapers.

THE LARGEST MARKET IN THE WORLD THAT CAN BE COVERED IN SUCH DEPTH BY A SINGLE ADVERTISING MEDIUM

Now, with the expansion and decentralization of American industry . . .

- MORE PLANTS • MORE PAYROLLS
- MORE POPULATION
- MORE CONSUMER PURCHASING POWER
- MORE SALES OF YOUR PRODUCT

...and a growth market that accounts for

15.4% of U.S. Retail Sales	$30,990,480,000
15.4% of U.S. Food Store Sales	$7,770,931,000
16.7% of U. S. Car Registrations	9,220,280

WANT MORE FACTS?

contact

Family Weekly

153 North Michigan Avenue
Chicago 1, Illinois

NEW YORK 22
CLEVELAND 15
DETROIT 2
LOS ANGELES 5
SAN FRANCISCO 4

OFF CAMERA with ROLAND KELLY

"The Sunday Night News" with Roland Kelly (10:30-10:40) is adjacent to "Sea Hunt". Kelly, an experienced Newscaster, covers the news, sports and weather. Rating of the show is 21.4%. Alternate weeks are now available. Write or call for details.

St. Joseph County, Indiana, has the highest per household income in the state . . . $7,553. Per capita income of $2,246 is also the highest in Indiana. These facts are reflected in many ways: $70 million food sales; new shopping centers and home starts; quantity and value of personal savings accounts and in the general growth and progressiveness of the area.

WSBT-TV does an outstanding job of covering this rich South Bend market. The latest Nielsen gives WSBT-TV 47% share of sets in use, sign-on to sign-off, in a 3-station market. Top rated CBS shows and popular local programs do the trick. Get complete market facts and availabilities from your Raymer man or WSBT-TV.

WSBT-TV

CBS TELEVISION NETWORK

Ask Paul H. Raymer • National Representative

New Arizona Daily Planned

The *Arizona Daily Journal* is expected to begin publication in Phoenix around Oct. 1. The new daily newspaper, which will be published every morning, is expected to have an initial circulation of 50,000. The publisher will be Clinton D. McKinnon, owner of several weekly newspapers in San Diego, and tv stations in Tucson and Albuquerque.

Creative Forum Adds Two

Anderson Mattress Co., Anderson, Ind., and Indiana Refrigerator Lines, Muncie, have appointed Creative Forum Advertising, Muncie, to handle their advertising. Both companies formerly were direct advertisers.

Leggett Joins Town & Country

Town & Country Shoes, St. Louis, has appointed Jack W. Leggett director of marketing. Mr. Leggett was formerly a marketing specialist of Ernst & Ernst, Cleveland, CPA.

Oregon Voters Will Decide Outdoor Ad Fight in November

SALEM, ORE., July 19—An initiative petition that would virtually eliminate outdoor advertising on interstate freeways in Oregon will go to voters for approval or rejection on the November ballot.

The petition has been filed with the secretary of state.

The proposal was sponsored by a self-styled highway protection committee, headed by former state Sen. Rudie Wilhelm Jr., Portland warehouse operator, and is similar to a bill which the Oregon legislature rejected in 1959. Approval at the polls would give the initiative petition the full force of law.

Under the proposal, advertising signs would be banned for 660′ on either side of national interstate freeways. Exceptions would be signs located on the premises of the business they advertise. Also, the ban would not apply in areas which cities have zoned for commercial or industrial use.

■ The measure would at the same time empower the State Highway Commission to operate "information sites" for displaying signs that "present information in the specific interest of the traveling public, or that advertise activities being conducted within 12 air miles of the information site."

Existing signs that would become illegal would have to be removed within five years.

By an amendment to the state's present law for the licensing of outdoor advertising, the initiative petition would extend the ban, under limited circumstances, to 660′ on either side of "throughways." The State Highway Commission is authorized to designate portions of highways as "throughways" if the highways do not have more than 10 businesses per mile. On these throughways the ban would apply to class D signs—those which have no relation to the premises or to roadside services within five miles. At present, class D signs are allowed if spaced at 1,000-foot intervals.

Supporters of the initiative include a number of statewide organizations. Proponents assert they have the backing of Gov. Mark Hatfield and former Gov. Charles Sprague, who is publisher of the daily *Oregon Statesman*, Salem.

■ Opposition is headed by the Oregon Council of Outdoor Advertising, formed in June, 1959, which brings together various outdoor advertising interests for the first time. #

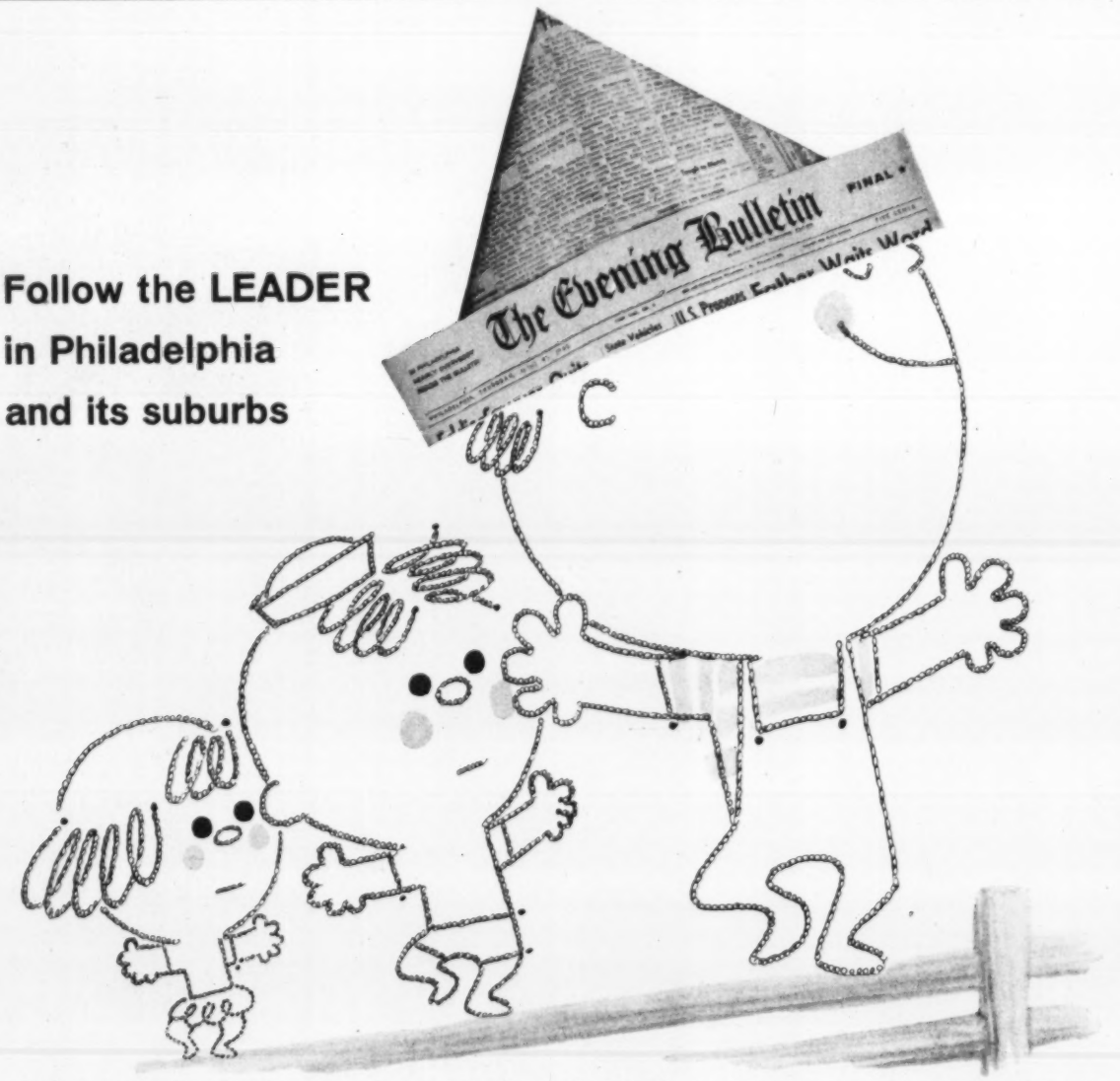
Revlon Acquires French Perfume, Cosmetic Brands

Revlon Inc., through its French affiliate, has acquired control of Les Parfums Pierre Balmain, Paris. The acquisition gives Revlon worldwide rights for perfumes (Jolie Madame, Vent Vert and Monsieur Balmain) and cosmetics under the Balmain name, but does not involve fashion and retailing enterprises owned by the French couturier. Plans for an agency selection "have not even begun," although heavy advertising is expected. Last year Revlon obtained distribution rights in the U.S., Canada and the United Kingdom of another French perfumer, Parfums Revillon, producer of Carnet du Bal and Detchema. This fall Revlon will add a French perfume version of its Intimate Fragrance, handled by Warwick & Legler.

KOMO Stations to McCann

KOMO and KOMO-TV, Seattle ABC affiliates, have shifted their advertising from Cole & Weber to McCann-Erickson, both of Seattle. The stations' billings are estimated to be more than $100,000 annually.

Follow the LEADER in Philadelphia and its suburbs



In the city of Philadelphia and in the suburbs of Philadelphia—there's just one leader.

It's The Evening Bulletin.

In circulation—

The 1959 A.B.C. Audit Report shows that The Evening Bulletin leads by 145,637 in 14-county Greater Philadelphia.

In readership—

The 1960 National Analysts survey shows that The Evening Bulletin leads by 351,000 adults in homes with telephones in Greater Philadelphia. And there are more Evening Bulletin adult readers in homes with telephones in the suburbs than in the city of Philadelphia.

The National Analysts study shows 690,000 Evening Bulletin readers in the city and 710,000 in the suburbs. Combined, the total is 1,400,000 Evening Bulletin adult readers in homes with telephones in Greater Philadelphia.

Here's how The Evening Bulletin leads in adult readership in homes with telephones:

EVENING BULLETIN LEAD OVER MORNING INQUIRER

205,000 or 42% MORE in the city
146,000 or 26% MORE in the suburbs
351,000 or 33% MORE in Greater Philadelphia

Follow the leader in Philadelphia and its suburbs—The Evening Bulletin.

In Philadelphia Nearly Everybody Reads The Bulletin

The Evening Bulletin Leads in Circulation *and* Readership . . . in Philadelphia *and* in Suburban Philadelphia

A MEMBER OF MILLION MARKET NEWSPAPERS, INC.
Advertising Offices: New York • Chicago • Detroit • San Francisco • Los Angeles

Suburban Philadelphia: 13 counties beyond the city in the 14 county Greater Philadelphia A.B.C. City and Trading Zone

UNBIASED
INTUITIVE
COMPREHENSIVE

this is Charles Finston

This is Charles Finston . . . CHICAGO'S AMERICAN political editor, whose intuitive and comprehensive interpretation of the political scene has been an integral part of CHICAGO'S AMERICAN for the past 25 years.

Finston, a graduate of Chicago-Kent College of Law and a member of the Illinois Bar, early found political affairs and their reporting a greater challenge, and joined CHICAGO'S AMERICAN staff in 1932. Today, his views reflect the judgment and authority of more than a quarter century of dedication to that challenge. At the local, national, or international level, Finston is quoted with confidence by readers who have come to depend on him for unbiased estimates of all the facts.

Vitally interested in prison reform, Finston has spent much time, including his last vacation, living at Stateville Penitentiary, Joliet, Illinois, working with Warden Joseph E. Ragen on his recently completed book, "Inside The World's Toughest Prison". Relentless in his pursuit of detail, he has probed every facet of prison life, including administrative policy, rehabilitation, and reform.

With his uncompromising adherence to accuracy and the best standards of reporting, Charles Finston has won the admiration of a politically conscious public, whether commenting on past events, delineating the present, or forecasting the future. This is Charles Finston of CHICAGO'S AMERICAN.

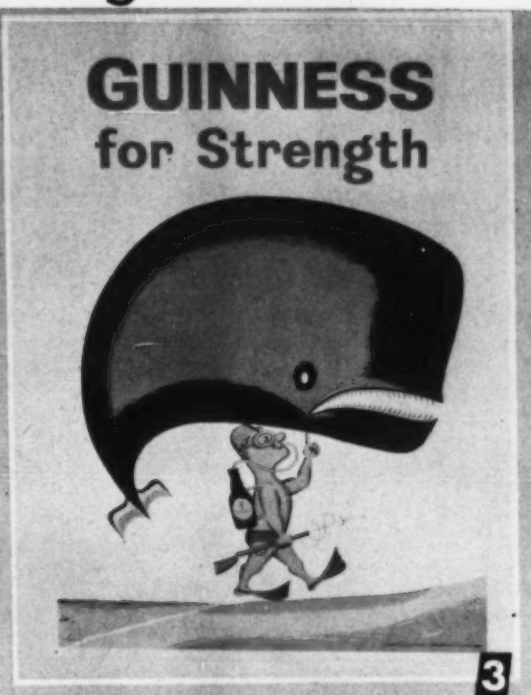
CHICAGO'S AMERICAN

WHOLLY OWNED SUBSIDIARY OF THE TRIBUNE COMPANY, CHICAGO, ILLINOIS

Humor, Bold Design Dominate Foreign Posters

1

2



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HOW OTHERS DO IT—*Here are some samples of outdoor advertising, all on exhibit at the first International Congress of Outdoor Advertising held in Toronto (AA, July 18). (1) A Canadian entry for Black Cat cigarets. (2) The Ducotone board, a Savignac creation, appeared in Italy. (3) The whale-balancing act performed for Guinness was seen in England. (4) The Krola board was displayed in Ghana and Nigeria. (5) My Lac is a refreshment promoted in Japan by Dentsu Advertising. (6) From France came this poster for L'Alsacienne. (7) The Sinalco board was representative of work being done in Switzerland. (8) The lemon-orange-grapefruit arrangement was posted in Israel. (9) The beer with no name and two potential drinkers was exhibited by German outdoor people. (10) The elephant getting excited about Koff was display in Finland.*

Harrison Minich Mrs. Harrison Burke

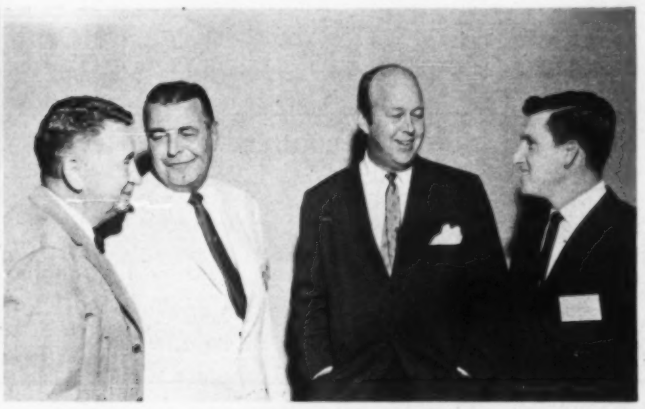
Gould Oughton Havinden

Bell Detheridge Easton

OUTDOOR CELEBRATORS—*Among the nearly 1,100 delegates from 24 countries at the first International Congress of Outdoor Advertising in Toronto (AA, July 18) were Mr. and Mrs. Nat C. Harrison, and Albert C. Burke of Coca-Cola, Atlanta; Jack Minich, McCann-Erickson, New York; John Gould, Gould-Leslie Ltd., Brantford, Ont.; Hubert A. Oughton, president of the Advertising Assn. of Great Britain, and Ashley Havinden, both of W. S. Crawford, London; Alan Bell, Canadian Assn. of Advertising Agencies; and Herbert G. Detheridge and Robert J. Easton, both of Neon Signs (ASIS) Ltd., Sydney, Australia.*

Westman Veve Orn

Van Der Valk Rubello Ardila



Hathaway Knapp Schmid Cabrera

AT EASE—*Chatting over matters having to do with advertising, world and personal affairs or what have you at the international outdoor advertising meeting were Claes Westman; Wennergren-Williams, Stockholm; Emilia Veve, of the Four A's, New York; Bertil Orn, Folkreklam, Stockholm; John Van Der Valk, Frio Lux, Peru, Lima; Aldo Rubello, Anuncios Espectaculares, Mexico City; Samuel C. Ardila, Neon Ardila, Colombia; Odell Hathaway, Midport Co., Middletown, N.Y.; George L. Knapp Jr., Knapp Advertising, Tulsa; Walter A. Schmid Jr., North Texas Advertising Co., Fort Worth; and Jorge Cabrera, Publicidad Vepaco, Caracas, Venezuela.*

Brebner Latchford

Myhre Stahlbrodt Hueston

Ishii Tomita Kurosaki

Miss Hukkataival Hukkataival

SOCIAL—*During a social break at the international outdoor convention, socializers were John H. Brebner of the British Transport Commission, London; J. C. Latchford, E. L. Ruddy Co., Toronto, and new president of the Poster Advertising Assn. of Canada; Thor Myhre, Foote Advertising, Billings, Mont.; John A. Stahlbrodt, Rochester Poster Advertising, Rochester, N.Y.; Jack W. Hueston, Quality Advertising Co., Lansing, Mich.; Takashi Ishii, Nihon Kotujigyo, Tokyo; Haruichi Tomita, Osaka Orikomi Ltd., Osaka; Johei Kurosaki, Tomoe Advertising, Tokyo; Kurt Hukkataival, Oy Ulkomainos, Helsinki, with his daughter, Helina.*

Orwig Joins Blaco Agency

Kenneth R. Orwig, promotion director of the *Toledo Blade*, has resigned to become a vp and account executive at Blaco Advertising Agency, Toledo, which handles the *Blade* account. Assuming Mr. Orwig's duties at the *Blade* is Frank Davis, who has been named public service director. He formerly was a marketing promotion specialist at the newspaper.

Martin & White Opens

Billy C. Martin and Michael J. White Jr. have opened Martin & White Advertising Agency, with offices in the Highlander Bldg., Birmingham. Mr. Martin formerly headed his own agency, and Mr. White was formerly retail advertising manager of the *Birmingham News* and *Post-Herald*.

Campbell-Ewald Shifts Four Field Men

DETROIT, July 19—Campbell-Ewald Co. has made four changes in the advertising staff serving the Chevrolet account in the field.

Ross Lindsay, who has been Washington representative, has been made assistant manager of the Chevrolet merchandising group in Detroit. L. R. Amos, formerly Kansas City representative, has been moved to Mr. Lindsay's post in Washington.

P. H. Neil, formerly Chicago representative but recently on special assignments, has been moved to San Francisco. P. A. Dow, a member of the field staff in Detroit, has been named assistant coordinator of the Detroit mail group.

Stations Adopt Single Rate

The Tall Corn Radio Sales stations of Iowa, most of which already had only one rate, have made a single rate structure unanimous for the group. Those who formerly had dual rates have established one rate for all advertisers, equal to the previous national rate. The group, which is represented by Venard, Rintoul & McConnell and is sold nationally as a package, includes KROS, Clinton; KSIB, Creston; KDTH, Dubuque; KVFD, Fort Dodge; KXIC, Iowa City; KOKX, Keokuk; KFJB, Marshalltown; KSMN, Mason City, KWPC, Muscatine; KOEL, Oelwein; KBOE, Oskaloosa, and KICD, Spencer.

CBS Films Sells to Canada

CBS Films, New York, has sold "Have Gun, Will Travel" to Lever Bros. and Whitehall Labs. for the full CBC-TV English-speaking network, starting in September. The show will be aired on the CBC the Friday previous to each Saturday telecast on CBS-TV in the U.S. Procter & Gamble Co. bought CBS Films', "Wanted—Dead or Alive" for 28 Canadian markets, beginning in October. The Lever buy was made through MacLaren Advertising Co., and the Whitehall order through Young & Rubicam. The P&G order was placed directly.

Elsa Maxwell Promotes Wine

Elsa Maxwell, international hostess, will help launch a $1,000,000 radio campaign for Chateau Martin wine in the New York market. The agency, Curtis Advertising Co., says every English-language radio station in the city will be used, with some carrying as many as 100 one-minute spots a week.

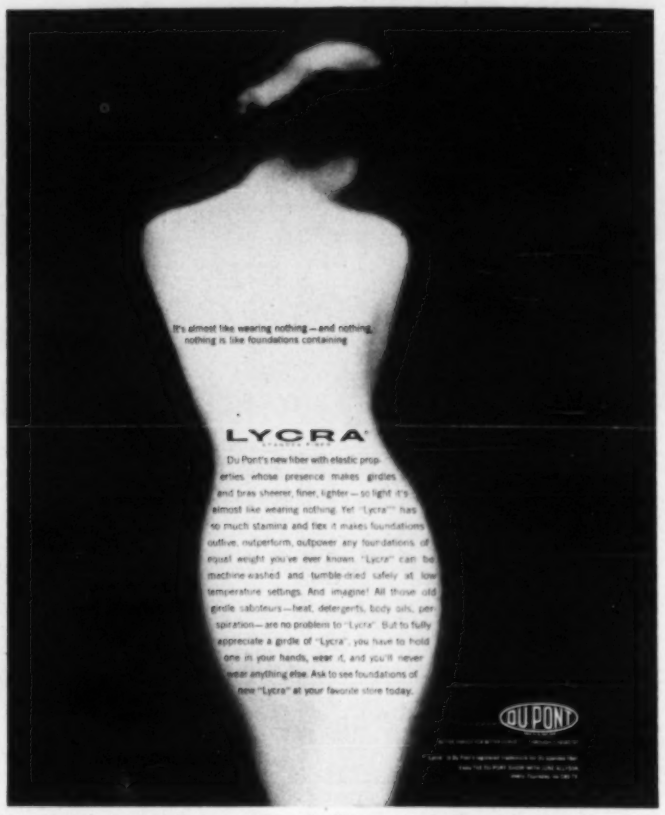
TvB Moves to Larger Quarters

Television Bureau of Advertising, New York, has moved to larger headquarters at 1 Rockefeller Plaza. TvB has, for the first time, a tv tape room, a film library and projection room, and a conference room.

'WSJ' Promotes Sidler

The *Wall Street Journal*, New York, has appointed Eric F. Sidler European advertising manager. Mr. Sidler has been headquartered in London since June, 1957, as a sales representative.

Together for good reason
More than 900,000 families
molded together by their active participation
in church and community affairs . . .
bound by common interests
which lead to increased communications,
broader, lasting influences . . .
a framework which gives added significance
to your product story . . . and means
greater response. Good reason why
TOGETHER belongs on your media list!
Together
The midmonth magazine for Methodist Families
740 RUSH STREET, CHICAGO 11, ILLINOIS


It's almost like wearing nothing—and nothing
nothing is like foundations containing
LYCRA
Du Pont's new fiber with elastic properties, whose presence makes girdles and bras sheerer, finer, lighter—so light it's almost like wearing nothing. Yet "Lycra" has so much stamina and flex it makes foundations outlive, outperform, outpower any foundations of equal weight you've ever known. "Lycra" can be machine-washed and tumble-dried safely at low temperature settings. And imagine! All those old girdle saboteurs—heat, detergents, body oils, perspiration—are no problems to "Lycra". But to fully appreciate a girdle of "Lycra", you have to hold one in your hands, wear it, and you'll never wear anything else. Ask to see foundations of new "Lycra" at your favorite store today.
DU PONT

DU PONT'S LYCRA—*E. I. du Pont de Nemours & Co. will launch a new campaign for its Lycra Spandex fiber with this ad in the Sept. 15 issue of Vogue, to be followed by similar ads in fall issues of Glamour, Harper's Bazaar, Mademoiselle, The New Yorker and Seventeen. Included will be a commercial on the Aug. 8 telecast of the "Du Pont Show with June Allyson." Batten, Barton, Durstine & Osborn, New York, is the agency.*

P&G Sets Crisco Oil Drive

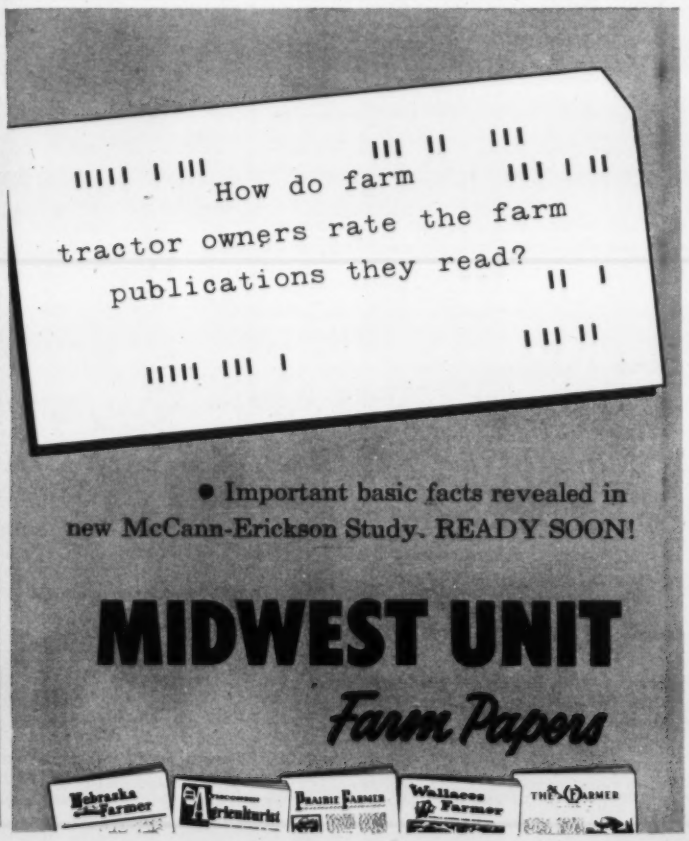
Procter & Gamble Co., which began test marketing Crisco oil, a clear soybean cooking oil, in Colorado last month (AA, June 13), has started using spot tv to promote the brand on about five stations in Denver, Colorado Springs, and Pueblo, Colo. About two or three one-minute films are being used per week on each station on schedules to run until June, 1961. Based on the theme "the first oil fine enough to bear the Crisco name," the copy stresses its use in salads. Compton Advertising, New York, is the agency.

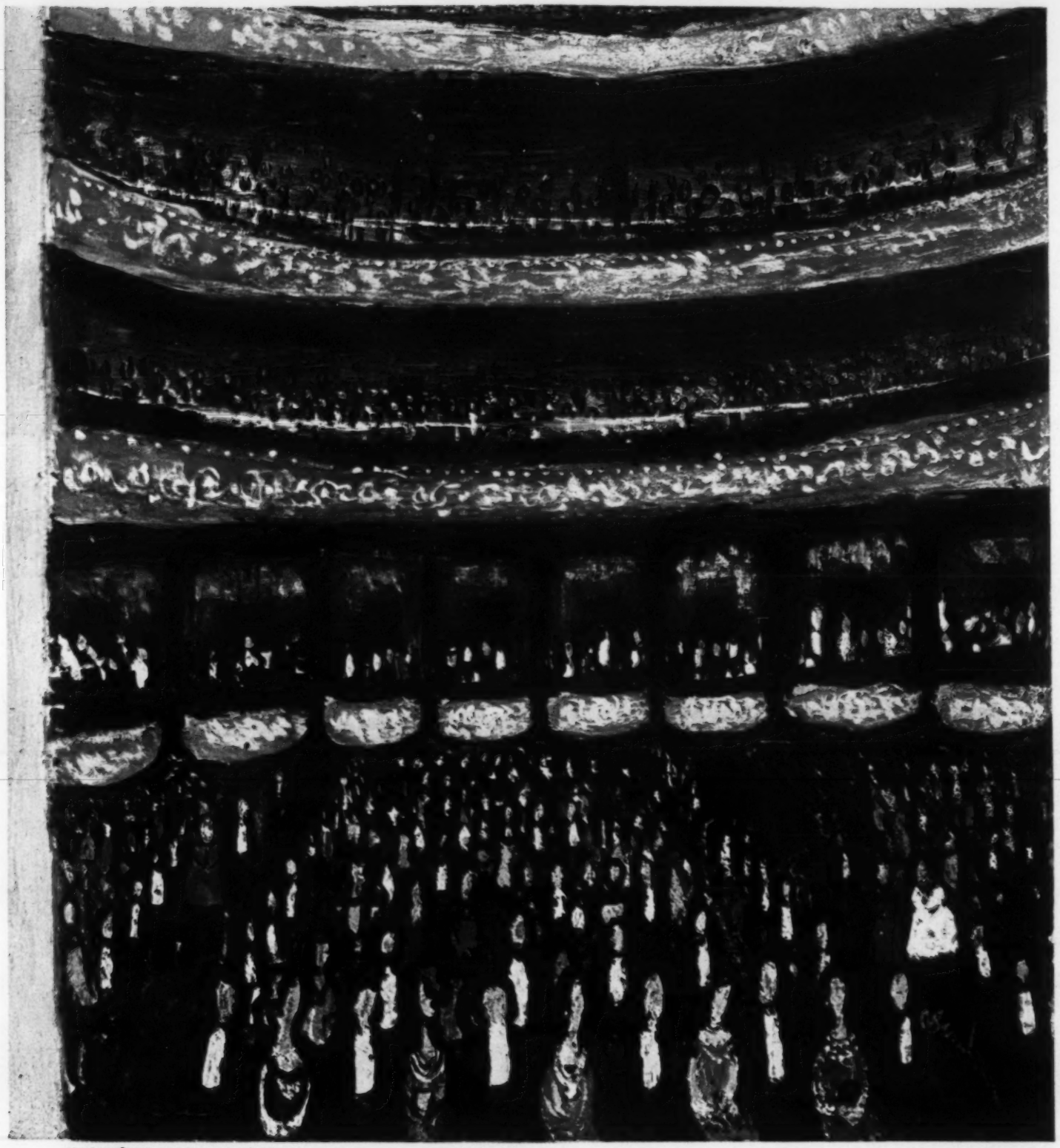
NBC Adds Color to Jack Paar

NBC-TV hopes to boost advertiser-viewer interest in tint tv by colorcasting the "Jack Paar Show" starting in September. Programtime costs remain the same—$7,200 to $8,100 a minute—but production expenses for color commercials will be higher. Two daytime shows, "Play Your Hunch" and the "Jan Murray Show," also will be added to the color schedule in the fall.

Schaflander Joins Ronson

Gerald M. Schaflander, formerly president of the defunct Bantob Products Corp., maker of non-tobacco Vanguard cigarets, has joined Ronson Corp., New York, as eastern regional sales manager. He succeeds Frederick C. Blackburn, who has left the company.


How do farm tractor owners rate the farm publications they read?
• Important basic facts revealed in new McCann-Erickson Study. READY SOON!
MIDWEST UNIT
Farm Papers
Nebraska Farmer
Wisconsin Agriculturist
Prairie Farmer
Wallaces Farmer
The Farmer



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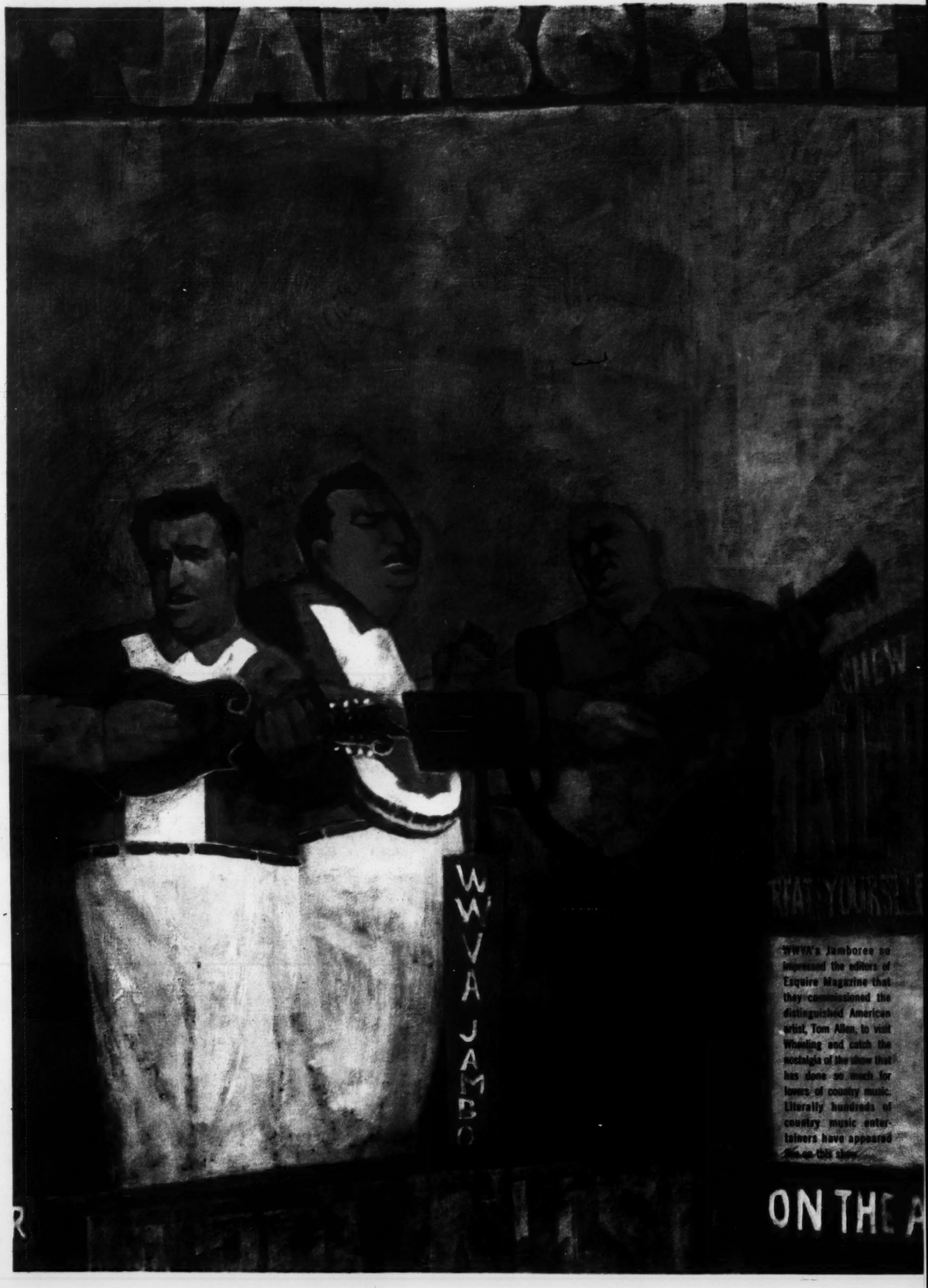
The New Yorker creates

"The New Yorker Magazine is a delight, always stimulating, often nourishing. It is satisfying to find style meeting content on such a high level. And, naturally, we who work at opera are gratified that so much space each week is devoted to the arts in general and to good music in particular."

Rudolf Bing, General Manager,
Metropolitan Opera Association


JAMBOREE
WWVA JAMBO
"WWVA's Jamboree so impressed the editors of Esquire Magazine that they commissioned the distinguished American artist, Tom Allen, to visit Wheeling and catch the nostalgia of the show that has done so much for lovers of country music. Literally hundreds of country music entertainers have appeared on this show
ON THE A

JAMBOREE

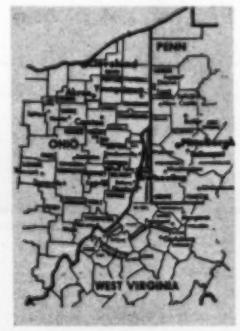
1467 CONSECUTIVE WEEKS (28 YEARS) ON WWVA AND STILL GOING STRONG!

They come and they go—shows of all kinds, all over America, but WWVA's gay, colorful Jamboree goes on and on. So does WWVA's Tri-State Farm Broadcast (now in its 25th consecutive year.) And there's the Junior Town Meeting of the Air (now completing its 14th consecutive year).

More than 2,000,000 people have travelled from near and far to see the famed WWVA Jamboree — a radio show! An average audience has consisted of persons from 119 counties in 21 states. But more important, the WWVA Jamboree has proven listenership in 595 counties of 23 states comprising the entire northeast section of the nation — 39% of the nation's population.

The Tri-State Farm Broadcast is another example of live public service programming over WWVA. Produced in cooperation with the agricultural extension services of W.Virginia, Ohio and Pennsylvania, over 30 professional farm experts take part. First by far, choice of farmers for rural programming.

Award-winning Junior Town Meeting of the Air is produced by WWVA in cooperation with Bethany College and Oglebay Institute with 28 high schools (public, private and parochial) participating. Featured are Trans-Atlantic broadcasts with British high school students, arranged through the B.B.C.



These and many other continuing WWVA public service projects are dedicated to making the 67-county, Wheeling-Pittsburgh Area an ideal community in which to live and work and build a better America.

Pulse area survey proved dominant seven days a week. Only 50,000 watt network station in Wheeling-Pittsburgh area.

WWVA Wheeling Radio (CBS)

STORER BROADCASTING COMPANY

33 years of community service

TAINT NECESSARILY SO!
Some folks figure we eat mostly buffaloes and berries out here in Lubbock. T'aint necessarily so.
Last year our grocery bill added up to a hefty $42,495,000 in Lubbock County. So you can see we're mighty fond of good grocery and food products.
If you're looking for new markets to conquer, come on down and look us over. If you can't make it today, mosey over and check us out in your trusty SRDS and Sales Management
LUBBOCK AVALANCHE-JOURNAL
TEXAS
Morning — Evening — Sunday
ROP COLOR AVAILABLE EVERY ISSUE

Packaging Book for Bakers Out

The packaging division of Olin Mathieson Chemical Corp., New York, is offering the baking industry a folder on packaging cookies and crackers, titled "Will Your Cookie and Cracker Packages Influence Her to Buy?" The booklet contains photographs of cellophane packages designed to accelerate impulse buying, and it points out that 82% of all cookie, biscuit and cracker sales are the result of in-store decisions. Annual retail sales of these products now exceed $2 billion, the company reports.

PAC Issues Media Form

The Pharmaceutical Advertising Club of New York has prepared a standardized media form. The four-page folder has been sent to all publishers in the pharmaceutical field for their use in preparing future rate cards. If the form is followed, advertisers and agencies will get detailed information on rates, production requirements and other advertising essentials.

Tommy Grant Retires After 33 Years with McCann (London)

Tommy Grant has retired as director and general manager of McCann-Erickson Advertising Ltd., London. Mr. Grant was the last remaining member of the staff of the original company, established in England in 1928. He has been general manager since 1950.

'Life,' 'Newsweek,' 'RD' International Editions Report Gains

NEW YORK, July 19—The international editions of several leading U. S. magazines have reported dollar and page gains for the first half of 1960. They are:

Life International editions report record revenue of $3,800,000 for the first half of 1960, a 22% gain over revenue in the same period last year.

Life International revenue was $2,124,000 for the period, up 21.3% from last year. *Life en Espanol*, including regional editions for Mexico and Caribbean areas, gained 24.1% to $1,576,000.

Newsweek announced combined dollar volume for its European and Pacific editions totaled $840,520 in the first half of 1960, a 30% increase over last year's total of $617,513 for the same period. *Newsweek* carried 1,126 pages in the first half, as against 947 pages in the same period last year.

■ *Reader's Digest* announced that its 28 international editions carried 10,009 pages in the first half of '60, a 10% increase over 9,101 pages carried last year. Figures on dollar volume were not available, the magazine said.

Time International editions reached a record total of $5,432,900, up better than 20% over the first half of last year. Page volume also reached a new high with 2,855 pages, a gain of 152 over the '59 figure. #

23-City Car Card Push for Sanforized Fitted Sheets

Cluett, Peabody & Co., New York, has scheduled a car card campaign in 23 cities across the country to promote fitted sheets during the traditional August white sales. Cards in buses, street cars and commuter trains will point up the ease of bed-making with fitted sheets that retain their fit, and will promote the Sanforized trademark as a safeguard against shrinkage.

Cities on the schedule are New York, Boston, Philadelphia, Atlanta, Cincinnati, Cleveland, Dallas, Denver, Detroit, Houston, Kansas City, Los Angeles, Miami-Miami Beach, Milwaukee, Minneapolis-St. Paul, New Orleans, Pittsburgh, Portland, Ore., San Diego, San Francisco-Oakland, Seattle, St. Louis and Washington, D.C. Young & Rubicam, New York, is the agency.

N.Y. Admen & Women Elect David Moger President

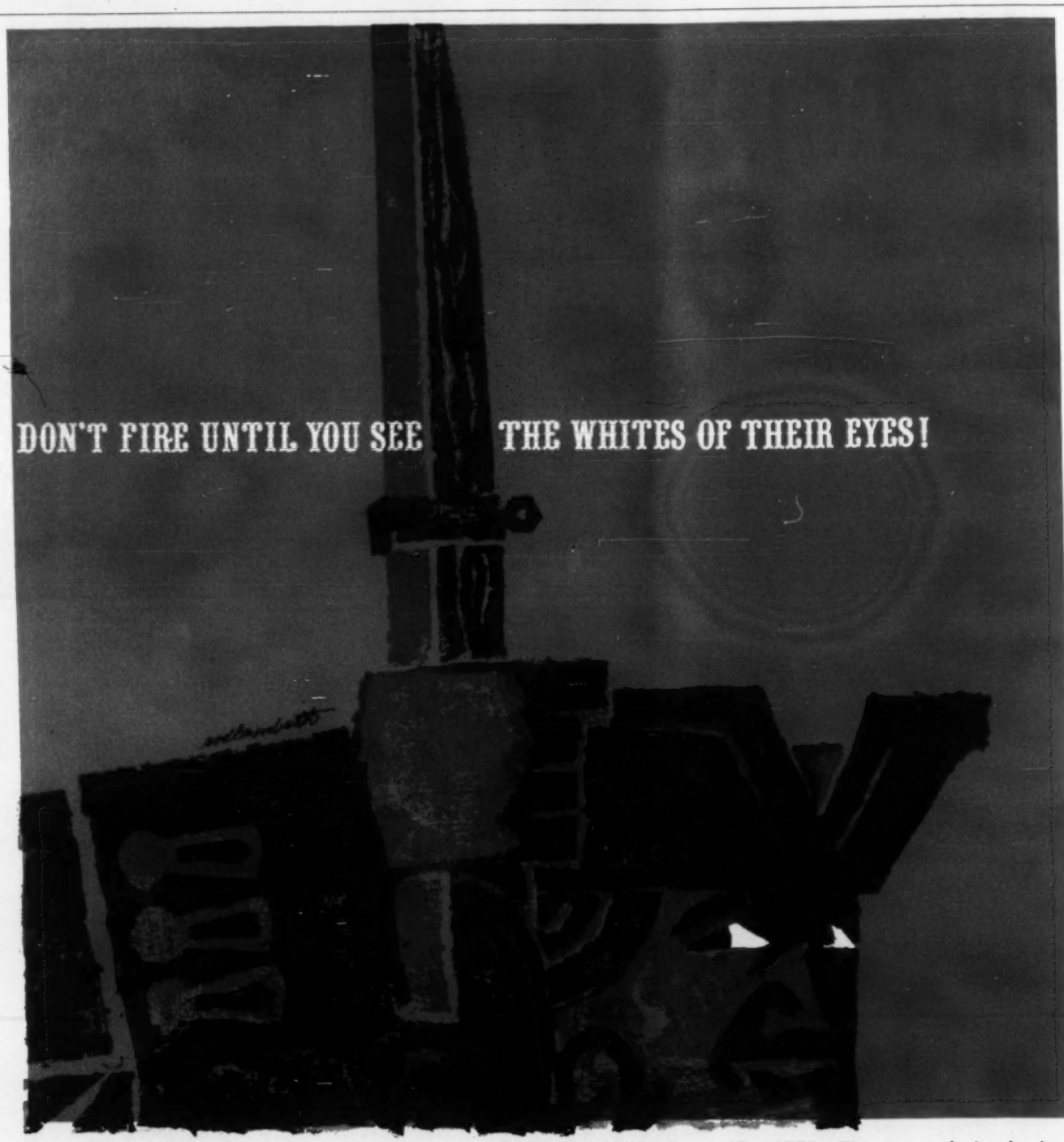
David Moger, president of David Moger & Co., New York, has been elected president of the Assn. of Advertising Men & Women, New York. New vps are Stan Linden, D. L. Terwilliger Co., and Lynn Feldman, Enterprise Advertisers' Service.

David Moger

Dorothy Nixon, Lever Bros. Co., was reelected secretary, and Fred Matase, Pronto Addressing & Mailing Service, was reelected treasurer.

Orrell's Bounce Debuts

Orrell's Food Products Co., Oakland, Cal., is introducing Bounce, a series of fountain syrups sold to consumers with a fountain pump attachment for making drinks and other recipes at home. Initial West Coast advertising includes tv spots on children's programs, along with trade promotion. Cappel, Pera & Reid, Ordina, Cal., is the agency.



Those were Putnam's words at the battle of Bunker Hill, June 17, 1775. Those muskets had a message for the British . . . and it was a message that got through! We think there's a lesson here. First, aim your fire and then get the best dispatcher you know to carry it, be it muskets or a radio station. Balaban Stations are famous for carrying messages direct to the buyer. On a Balaban Station, your message rides on top-flight programming, strong, popular personalities and keen selling "know-how". Day in, day out, the message gets through with Balaban – couriers par excellence.

THE BALABAN STATIONS in tempo with the times. John F. Box, Jr., Managing Director

WIL-ST. LOUIS WRIT-MILWAUKEE / KBOX-DALLAS

Sold Nationally by Robert E. Eastman & Co., Inc. Sold Nationally by the Katz Agency

One of a series of comments on Metropolitan Oakland as a market by advertising agency executives.

In this exploding West, we are constantly amazed at the complete new markets springing up almost overnight. A recent visit to the East Bay region, again brought home the continued growth of that market—particularly of Alameda County. Its leadership in population and retail sales makes its inclusion in any marketing plan involving Northern California a must.

JOSEPH MAGUIRE,
President
BOTSFORD, CONSTANTINE & GARDNER, Inc., Seattle

YES, it is important to recognize Metropolitan Oakland's commanding size as a market. It is equally important to remember this fact:

ONLY THE

Oakland Tribune

COVERS METROPOLITAN OAKLAND*

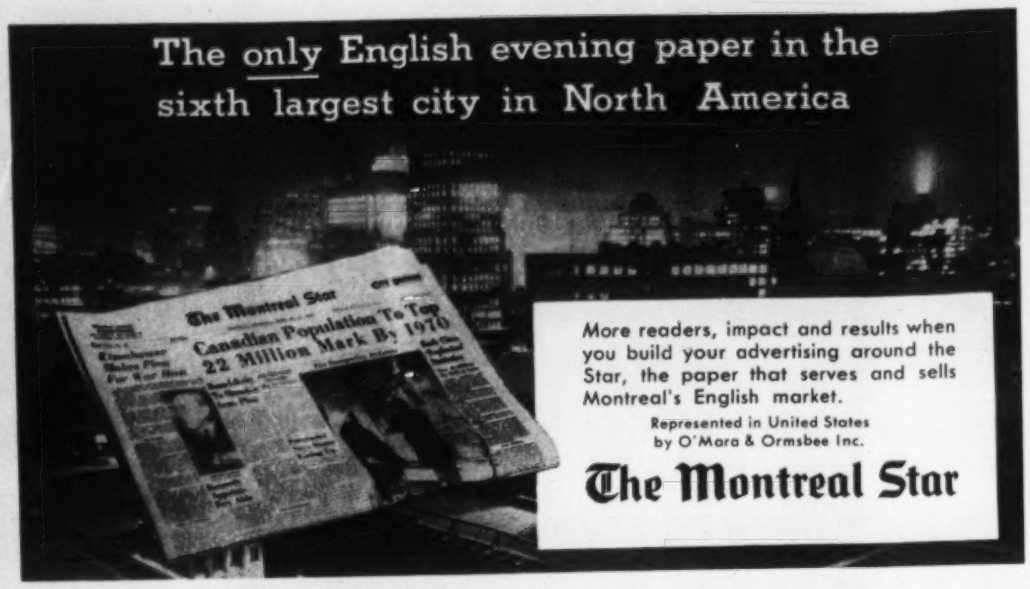
Greatest Home Delivered Circulation in Northern California

National Representatives:
CRESMER & WOODWARD, INC.

GO BIG.. BE BIG *In the TRIBUNE...*

*63% of the more than 250,000 families in Metropolitan Oakland (Alameda County) are Tribune subscribers

Member Metro Sunday Comics Network


The only English evening paper in the sixth largest city in North America
The Montreal Star
Canadian Population To Top 22 Million Mark By 1970
More readers, impact and results when you build your advertising around the Star, the paper that serves and sells Montreal's English market.
Represented in United States by O'Mara & Ormsbee Inc.
The Montreal Star

'Times' Promotes Taubkin

The New York Times has promoted Irvin S. Taubkin from promotion manager to the new post of promotion director. Succeeding Mr. Taubkin in his former post is Mark E. Senigo, formerly assistant promotion manager of the newspaper. Both will report to Ivan Veit, business manager in charge of circulation and promotion.

Weyerhaeuser Names Agency

Weyerhaeuser Co.'s lumber and plywood division, St. Paul, Minn., has appointed Cole & Weber as its agency when the division moves from St. Paul to Tacoma headquarters in August. Colle & McVoy, Minneapolis, the present agency, will complete the 1960 advertising schedule.

Ben Bliss Moves

Ben B. Bliss Co., New York agency, has moved to 574 Fifth Ave., New York.

'Digest' Insert to Form Core of New Stock Exchange Push

NEW YORK, July 19—The New York Stock Exchange will boost the bulls and bears in a $950,000 advertising campaign this fall—and the most "bullish" single item is a special 16-page color insert in the October *Reader's Digest*.

A total of $490,000 is budgeted for the *Digest*-style insert and the program to merchandise it. Designed as an easy-to-read primer on why and how to invest, the insert probably will become the nation's most widely circulated guide on stocks and bonds, Exchange president Keith Funston predicted. Besides the 12,000,000 investment guides bound into *Reader's Digest*, about 1,000,000 reprints are expected to be distributed to investors by the Exchange and member firms.

The close-to-a-million fall campaign will bring the Exchange's total ad outlay for the year to $1,410,000. This makes the billing $160,000 more than last year's, and rates it as one of the Exchange's largest ad budgets.

■ A promotional kit going to member firms this week contains suggested tie-in newspaper ads which, the president says, could help guarantee "the fullest mileage possible from this special educational and merchandising device." Mr. Funston added that in the spring, the Exchange's first two newspaper ads alone resulted in almost 45,000 lines of tie-in advertising by more than 400 member firm offices.

This fall's other phases, with a total billing estimated by ADVERTISING AGE at $460,000, will include full-page ads in *Life, Time, Newsweek* and *U. S. News & World Report;* three different insertions in each of 600 daily newspapers; and one-column ads designed to reach families with better-than-average incomes, among others in *Time, Newsweek, U. S. News, National Geographic, Atlantic Monthly, Harper's, Saturday Review, The New Yorker* and *Nation's Business.*

Compton Advertising, New York, is the agency. #

Hollingbery Opens in Dallas

George P. Hollingbery Co., radio-tv station representative, has opened a new office at 211 N. Ervay, Dallas. George L. Pettett, formerly an account executive with Hollingbery in Atlanta, has been named manager of the Dallas office, the company's eighth branch.

Gerth, Brown Names Westas

Gerth, Brown, Clark & Elkus, Los Angeles, has appointed Herbert M. Westas account supervisor. He formerly was a founding partner in the Allen & Marshall agency, which subsequently merged with the Goodman Organization, Los Angeles.

Tourist Bureau Names Agency

American Tourist Bureau, New York, the nation's fourth largest wholesaler of foreign tours, has named Carpenter-Proctor, Newark, as its agency. The former agency was Picard Advertising, New York.

American Chain Names Gann

American Chain & Cable Co., Bridgeport, Conn., has named Gann Advertising, Scranton, as agency for its Pennsylvania power mower and ACCO power products divisions.

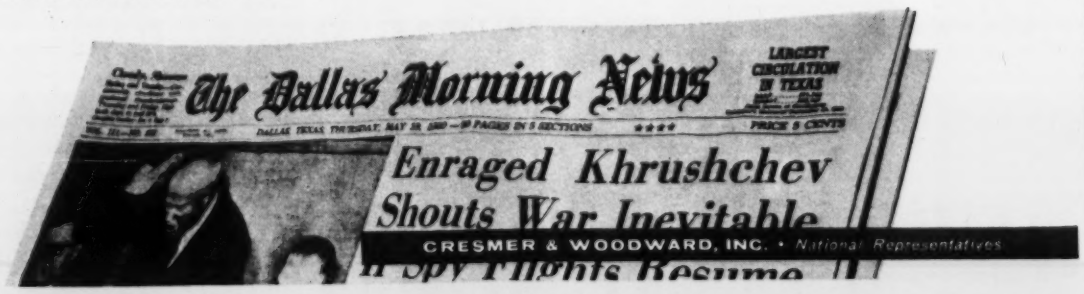
Ellison Names Carr

Ray Ellison Enterprises, San Antonio home builder, has named Richard Carr Inc., San Antonio, as its agency.

WHAT MAKES BIG D BIG?

Fast as Dallas is growing, Dallas' sales grow faster — up 109.8% in the last ten years — due to the purchases of out-of-town customers whose buying is influenced by The Dallas News — the only newspaper with circulation to reach them!

U. S. Census, 1950; Survey of Buying Power, 1950 — 1960


The Dallas Morning News
LARGEST CIRCULATION IN TEXAS
Enraged Khrushchev Shouts War Inevitable
CRESMER & WOODWARD, INC. • National Representatives

fastest growing

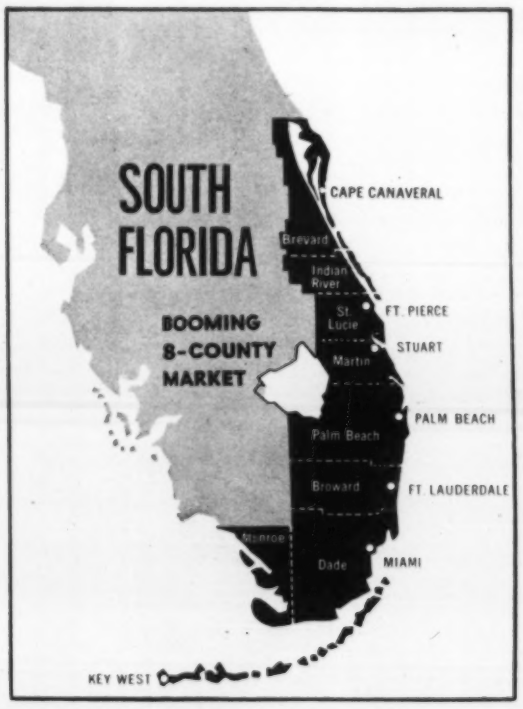
MAJOR MARKET IN AMERICA

FLORIDA'S GOLD COAST NOW 1,709,000 PERMANENT RESIDENTS . . . $2,631,000,000 ANNUAL RETAIL SALES

This 8-county area scored a thumping 118% population gain—added 922,000 persons between 1950 and 1960—grew 41% faster than the state as a whole.

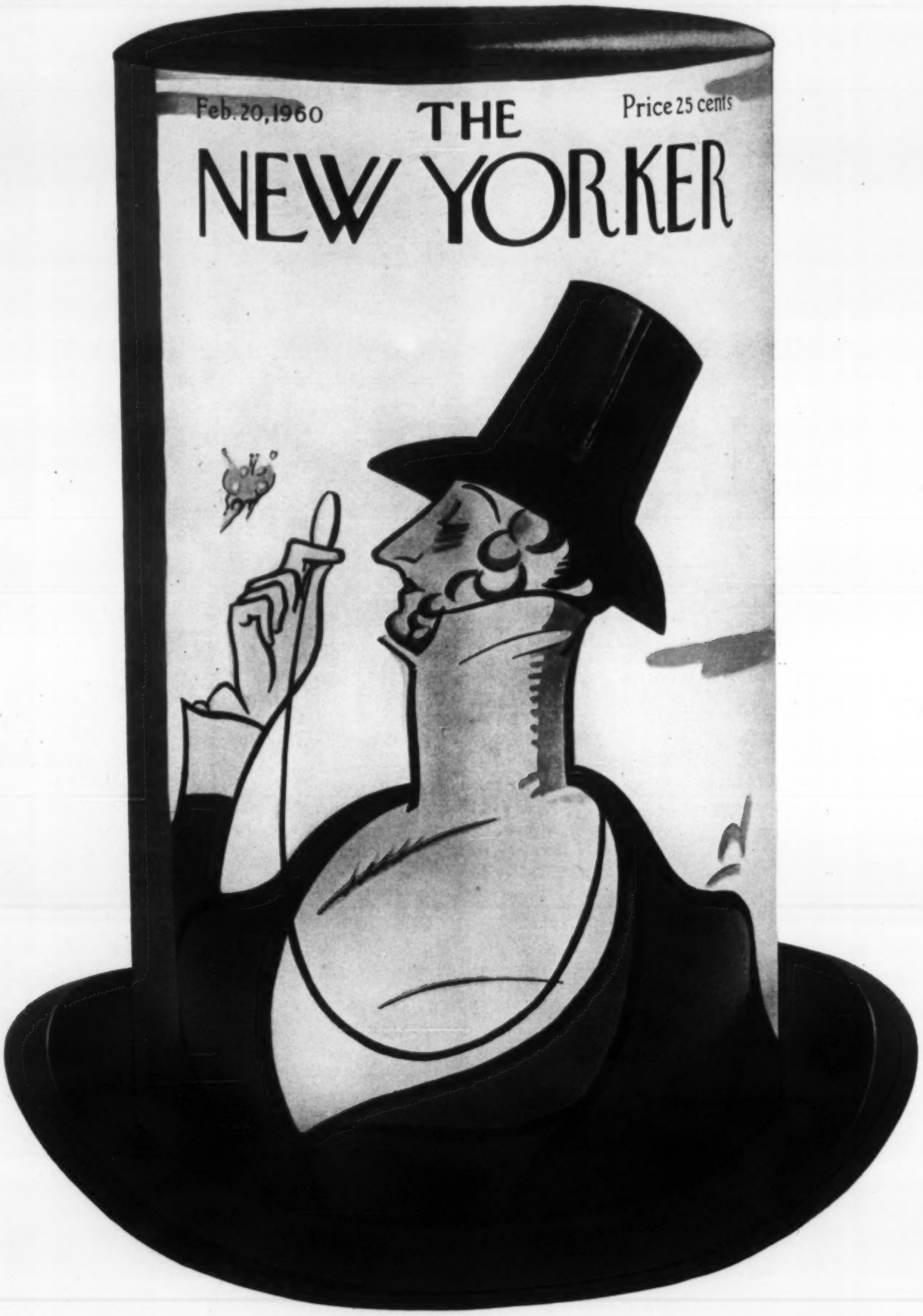
SOUTH FLORIDA IS DEFINITELY A NEWSPAPER MARKET . . . AND THE MIAMI HERALD IS THE TOTAL SELLING MEDIUM

Advertisers can reach and sell this growingest market in the nation's growingest state with one low-cost newspaper . . . The Miami Herald.

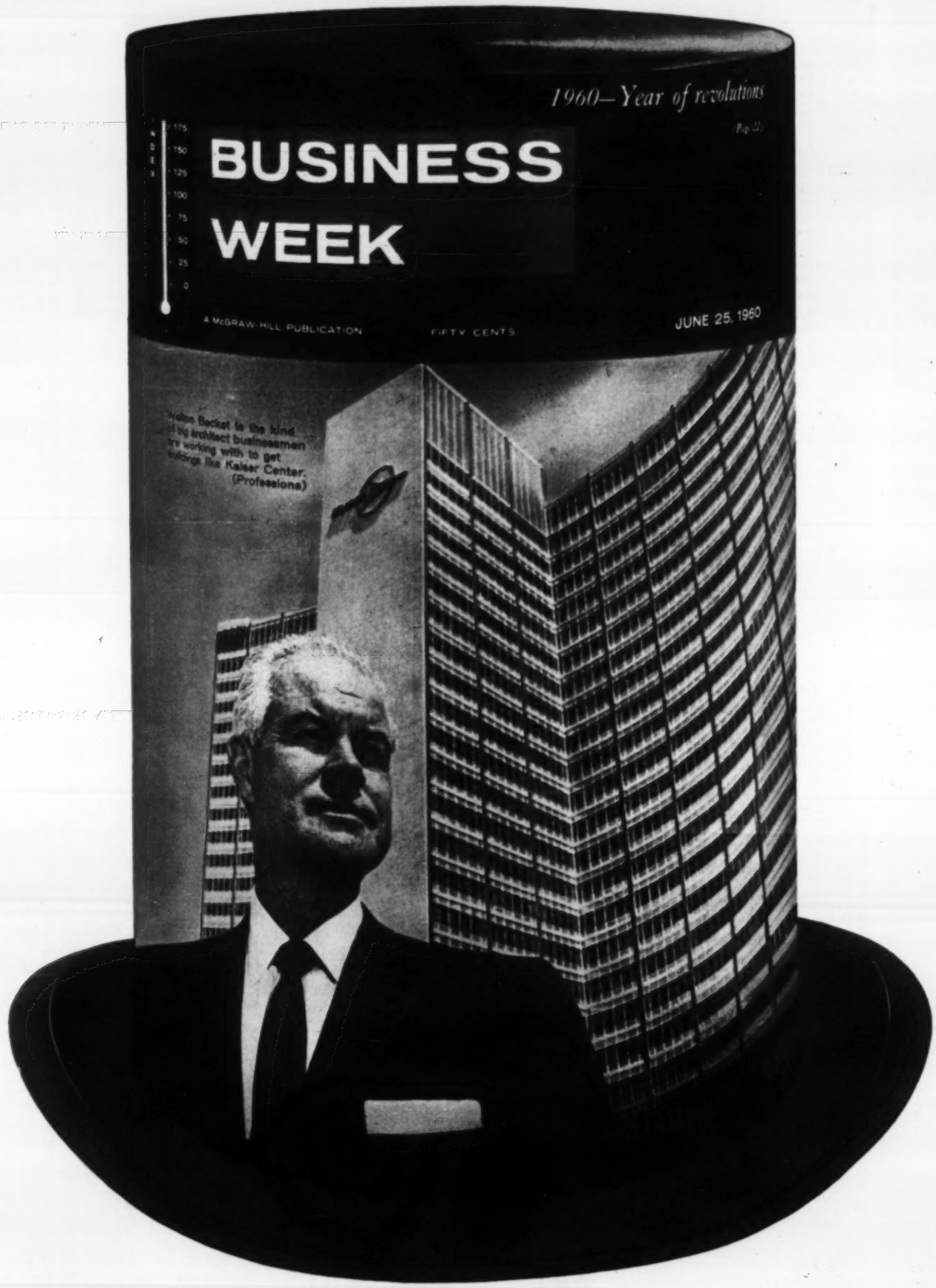


The Miami Herald

STORY, BROOKS & FINLEY, INC., NATIONAL REPRESENTATIVES



Toppers again


1960—Year of revolutions
Pg. 21
BUSINESS WEEK
A McGRAW-HILL PUBLICATION
FIFTY CENTS
JUNE 25, 1960
Welton Becket is the kind of big architect businessmen are working with to get buildings like Kaiser Center.
(Professions)

Wearing the top hat is really getting to be a habit for The New Yorker and us. Year after year (and 1960 is no exception), advertisers place more pages of advertising in these two than in any other magazines checked by the Publishers Information Bureau.

Some years the *top* top hat is worn by Business Week, some years (like this one) by our friends at The New Yorker. Fits us both.

Advertisers seem to agree with the slogan of Business Week (which we offer to The New Yorker without charge): "It isn't how many . . . it's *who*." Translation: Circulation numbers are not as important as circulation quality.

Hold on to your hat, New Yorker, here we go again! (And come December, watch out for snowballs. We've developed an awfully good aim.)

10 TOP MAGAZINES
January—June, 1960
Total Advertising Pages

1. The New Yorker	2,562
2. **BUSINESS WEEK**	**2,507**
3. Life	1,758
4. Time	1,587
5. The Saturday Evening Post	1,536
6. Newsweek	1,514
7. U.S. News & World Report	1,504
8. Fortune	1,130
9. Sports Illustrated	982
10. Sunset	874

Source: P. I. B. Excludes trade, technical and industrial publications

YOU ADVERTISE IN BUSINESS WEEK WHEN YOU WANT TO INFLUENCE MANAGEMENT MEN

BUSINESS WEEK A McGRAW-HILL MAGAZINE

Weatherby Hits Sales Target ($265 Rifle) With Consistent Ads

SOUTH GATE, CAL., July 19—Weatherby Inc., rifle manufacturer, has built a $2,000,000 annual business in 15 years with a controversial rifle of extremely high velocities, consistent advertising, and the promotional energy of its founder, Roy Weatherby.

The business has been built with a basic rifle price of $265, which is twice that of equivalent established rifle brands, and in the face of much opposition to Mr. Weatherby's high velocity thesis.

In 1946, Mr. Weatherby was an insurance broker, with high velocity rifles as a hobby. He backed into the making of such rifles when, after writing a letter published in a magazine, he received more than 500 letters indicating interest in his high velocity theories. Many offered to buy such a rifle. In brief, he advocates rifles should be built to shoot cartridges that will put an animal down with one shot, even if the animal is not hit in a vital spot.

■ Filling the orders by working in his garage after a day's work, he soon had to decide between his job and his side line. Mr. Weatherby went into the rifle business, and opened a sporting goods store to sell them. At first, rifles were sold by direct mail. The business grew slowly until 1948, when he appointed Charles A. Mottl Inc., Beverly Hills, as his agency.

Initial advertising was a one-sixth page in *American Rifleman*. Gradually the list and the size of ads were increased. This was mail order selling, and all ads were keyed, a policy which has been followed since then, although all sales are now through dealers.

The change to distribution through dealers began in 1950 and Weatherby now has about 2,000 dealers. Keying of ads has continued, says Mr. Mottl, because with over 10 years of records of responses, it is possible to check the effectiveness of new copy ideas and approaches and effect of ad size. Responses are now obtained by the offer of the Weatherby catalog at $2.

■ A yearly catalog has been published since the company was established, and is something of a business itself. The usual print order is 50,000, and supplies are exhausted each year.

The catalog is revealing of Mr. Weatherby's promotion approach. The 144-page catalog is titled, "Tomorrow's Rifles . . . Today." In addition to the usual technical details about Weatherby rifles, and cartridges for them, the publication is replete with superlatives about high velocity rifles and cartridges, accounts of Roy Weatherby's hunting trips, and hunting pictures accompanied by testimonials of "one-shot" kills. Pictured are such game animals as tigers, orix, hirsch, polar bears, ibex, cape buffalo, rhinos, and similar big game.

There are also pictures of such people as John Wayne, Robert Taylor, the Shah of Iran, General Nathan F. Twining, Cornel Wilde, Andy Devine, and famed hunters who own a Weatherby.

■ The catalog also tells of the Weatherby big game trophy award given to the individual "who, in the eyes of the selection committee, has made the greatest achievement in the hunting world."

Mr. Weatherby, who has few equals in moving about the country, attending shows, calling on dealers, and talking high velocity to anyone who will listen, has added lectures to his reportoire. The lectures are based on pictures and accounts of his hunting trips.

Although Mr. Weatherby has concentrated on selling personalities and millionaires his rifles, and used their names promotionally, this is a limited market, and to expand it is necessary to sell the average hunter and shooter.

■ The 1960 ad campaign is considered as another step in the building of a prestige image for the rifle to make the Weatherby name "the Tiffany of the gun world." Following this theme, the kick-off ad is titled, "Why It Is Impossible to Mass Produce a Weatherby Mark V."

An average of three insertions of full-page, two-color bleed advertisements employing this theme will run in outdoor and men's magazines. A partial list includes *Alaskan Sportsman, American Rifleman, Argosy, Field & Stream, Guns, Guns & Ammo, Guns and Hunting, Outdoor Life, Safaris Unlimited, Sports Afield*, and *True*. #

Kodak Chemical Units Form New International Division

Tennessee Eastman Co. and Texas Eastman Co., manufacturing divisions of Eastman Kodak Co., have organized an international division to market their fibers, chemicals and plastics in all countries outside the U.S. and Canada. Two subsidiaries will be established this summer—one in Switzerland, to be responsible for sales in Europe, the Middle East and North Africa, and one in the Bahamas, to be responsible for sales in Central America, South America, Australia, New Zealand, South Africa and the Far East.

Eight Companies Appoint Armstrong, Fenton & Vinson

Armstrong, Fenton & Vinson, San Diego agency, has been appointed by eight companies: Aetna Savings & Loan Assn.; California Optometric Assn.; Circle Oil Co.; Hammond Organ Studios of Long Beach; McConnell Cabinet Co.; National Forest Products; Sears, Roebuck & Co., San Diego; and the San Diego County Committee for the California Water Plan. The last account is handled jointly by Armstrong, Fenton & Vinson and Champ, Wilson & Slocum Advertising Agency.

Mayer Joins Wade in L.A.

Walter Mayer, formerly a consultant at Hixson & Jorgensen, Los Angeles, has joined Wade Advertising, Los Angeles, as media director.

Miss Stair Joins WWL-TV

Maggie Stair, previously a time buyer with Fitzgerald Advertising Agency, has been named national sales coordinator of WWL-TV, New Orleans.

Continental-Diamond Fibre Names New Agency, A.M.

Continental-Diamond Fibre Corp., Newark, Del., a subsidiary of Budd Co., has appointed Aitkin-Kynett Co., Philadelphia, as its agency, effective Jan. 1. Erwin Wasey, Ruthrauff & Ryan, Philadelphia, is the former agency. The addition of Continental-Diamond, which last year billed from $150,000 to $200,000, gives Aitkin-Kynett all of the Budd account. Budd, which billed about $800,000 last year (excluding Continental-Diamond), moved to Aitkin-Kynett about a year ago from Lewis & Gilman.

Continental-Diamond has also named Douglas S. Campbell advertising and promotion manager. He was formerly with Neville & Ronald, Philadelphia. C-D manufactures laminated and molded plastics, insulating material and vulcanized fibres.

'Ad Man's Alley' Makes Debut

American Marketing Services, Boston, has introduced an art and idea service for promotion men called "Ad Man's Alley." The monthly package combines nine different idea services with the materials required to execute the ideas. The nine services include a monthly newsletter, reproduction art, direct mail formats, an idea file, production tips, novelty formats, promotional letters, direct mail case histories and a special monthly feature of either a complete promotional campaign or a detailed reference manual on some phase of direct mail. Rates for the service are $100 yearly or $35 a quarter.

Kranz Joins SCI Division

Norman Kranz has been named project chief of the SCI division of Communications Affiliates Inc., Chicago. Mr. Kranz formerly was creative director of food sales promotion of Armour & Co.

Donald Forbes Named VP

Donald G. Forbes, manager of the Wichita office of Jones & Hanger, Kansas City, has been elected a vp of the agency.

Radio Outlay Dip Due to Difficulty in Buying: Blosl

SANDPOINT, IDA., July 20—Tom Blosl, radio-tv director, Botsford, Constantine & Gardner, Seattle, told members of the Idaho Broadcasters Assn. that 'the decline in the percentage of national advertising dollars spent in radio is due to one prime fact: Radio has become so difficult to buy."

Mr. Blosl spoke at the association's two-day convention, which concluded today.

After reviewing trends in radio during the past ten years and citing the importance of this medium for advertising, Mr. Blosl took broadcasters to task on the subject of "rates, rate cards and ratings," which he described in order as "complicated, confusing and contradictory."

■ Price-cutting which plagues radio grows out of an interpretation of who gets which rate, Mr. Blosl said, and added:

"When a food broker, for example, can buy radio at a local rate 'way under that of a national advertiser, an agency is forced to go into the field and also buy at the local rate. But we maintain that regardless of who places a schedule, it should be billed at the same rate if its product is in general distribution."

Mr. Blosl concluded: "More sales will be made by making radio easier to buy than by leading the cut-rate parade." #

McCann-Marschalk Adds 4

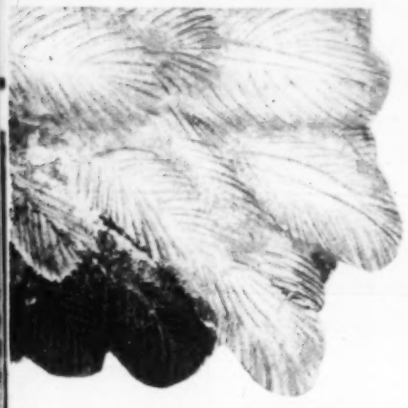
The Boston office of McCann-Marschalk Co. has added four new staff members. They are Edward S. Jones, formerly with John C. Dowd Inc., production manager; Freeman Tilden, formerly advertising manager of Nashua Corp., account executive and media coordinator; Stanley Rogers, formerly with the agency's Cleveland office, creative director;,, and Paul Hodges, formerly with Fletcher Richards, Calkins & Holden, New York, art director.

Pearson Joins Heritage

Herb Pearson, previously southeastern division sales manager of Guild Films, has been named to the newly created post of exec vp of Heritage Productions, New York, producer and distributor of radio-tv programs. Mr. Pearson will supervise the company's sales operation. Added to Heritage's sales force recently were Ed Uhler, previously with Ziv-United Artists, and Joseph Madalena, formerly with World Wide TV.

Four A's Elects Four

Lester Harrison Inc. and Rose-Martin, both of New York, Wyman Co., San Francisco, and Pettler Advertising, Orinda, Cal., have been elected to membership in the American Assn. of Advertising Agencies.



Lost: more than 54 million potential customers! That's the cost, in the top 15 markets alone, to advertisers who bury their heads in the past. In today's market your customers (and their purchasing power) are moving out. While city population has remained static or declined, the suburbs and "extra-urban" areas beyond have increased in population at a remarkable rate. (The suburbs of the top 15 markets are up 46% in just the last nine years!)

How do you reach everyone? With spot television. No other medium gives you immediate impact on the entire market and market selectivity! No other medium reaches out beyond the "retail trading zone" with television's unique values of sight, sound and motion.

Fact is, you may be missing plenty. Our brand-new "Telemarketing" study will give you an accurate picture of where your customers are today... plus the first authoritative forecast (by Market Statistics, Inc.) of where they'll be in 1965. For a copy, call PLaza 1-2345 or write to 485 Madison Avenue, New York 22, main office of **CBS TELEVISION SPOT SALES**

Representing WCBS-TV New York, WBBM-TV Chicago, KMOX-TV St. Louis, WBTV Charlotte, KHOU-TV Houston, WJXT Jacksonville, WBTW Florence, WCAU-TV Philadelphia, WTOP-TV Washington, KNXT Los Angeles, KSL-TV Salt Lake City, KOIN-TV Portland, and the CBS Television Pacific Network

℞

Selling Pharmaceuticals?

Here's a preferred market-at a popular price: for less than 5¢ apiece, you reach 85,000 dentists in a magazine they read devotedly. May we give you facts and figures?

Oral Hygiene

PITTSBURGH, PENNSYLVANIA

WANT MORE CUSTOMERS IN SCRANTON...

Per cent of families reached

S.E.P.	7%
LIFE	10%
LOOK	12%
READER'S DIGEST	19%
PARADE	62%

(METROPOLITAN COUNTY AREA)

The things people of Scranton read about in the **SCRANTON SCRANTONIAN** and **PARADE** on Sunday, move off the shelves on Monday and all week long!

PARADE
THE SUNDAY NEWSPAPER MAGAZINE

Represented Nationally by Ward-Griffith Co.

PARADE...The Sunday Magazine section of strong newspapers throughout the nation, reaching 10 million homes every week.

BUSHY TAIL—*This squirrel is helping promote the Bank of America savings account in its natural habitat—outdoor—throughout California. The poster design is also featured on car cards and bus posters plus displays in the bank's 600 branches. Johnson & Lewis is the agency.*

Halpern Bolsters World Wide Info Services Research Role as New Exec of INS Offshoot

NEW YORK, July 19—David H. Halpern, veteran marketing executive, has bought an interest in World Wide Information Services and has joined the company as chairman of the executive committee.

Mr. Halpern formerly headed the marketing company bearing his name. Before that, he was a vp of Geyer, Morey, Madden & Ballard; Keyes, Madden & Jones; and the old Biow Co.

David H. Halpern

Mr. Halpern told ADVERTISING AGE that he moved to WWIS because he felt the fact-gathering organization has a "great future."

■ Now two years old, WWIS was founded immediately after the absorption of International News Service by United Press. Richard W. Hubbell, one of the INS men left on the beach, was given access to INS' worldwide file of correspondents and stringers. He formed the company, signing up many of these ex-INSers to work for him.

The first piece of business came from Young & Rubicam (William E. Matthews, vp and media director of Y&R, is a director of WWIS), which commissioned a consumer survey in different parts of the country for Chrysler Corp.

"The client," Mr. Hubbell fondly recalled, "very thoughtfully paid us immediately after the job was completed, and it was the net profit from this assignment which really launched WWIS."

■ The next job came from William Esty Co., which wanted interviews with the managers of 500 hardware stores to check on their opinions of point of sale materials.

The third assignment was from Remington Rand, which wanted to find out how many women in England and France remove hair from their underarms and other parts of their bodies and what they use to accomplish this end.

"We had 72 hours to do the job—and we did it on schedule," Mr. Hubbell said.

■ WWIS now has a network of 6,000 correspondents throughout the world. None of these work full time for the company. They are, for the most part, fulltime reporters working for WWIS on a per-job basis.

WWIS is basically a reporting service but it has moved increasingly into the marketing area, even doing brand preference studies for major advertisers in various markets. One of its claims is that a trained reporter can often unearth data more easily—and certainly more rapidly—than interviewers for research companies.

Mr. Halpern reported that one of the company's more unusual assignments came recently from an advertising agency that had lost out in competition for a new account. The agency asked WWIS to go to the advertiser and find out why it had not been selected. The agency got a full report on its "failings," Mr. Halpern said. #

Chicago's Elite Hotel
overlooking Lake Michigan on the Gold Coast

Only five minutes from downtown... steps from famous restaurants and exclusive specialty shops. Luxurious air-conditioned rooms, suites and apartments by the day, month or year.

Donald O. Cronin Manager

LAKE SHORE DRIVE HOTEL

181 E. Lake Shore Drive SU 7-8500

Ashland Pushes Fun Driving

An advertising campaign designed to encourage more pleasure driving has been introduced by Ashland Oil & Refining Co., Ashland, Ky., in newspapers, radio and tv. The first newspaper ads ran in more than 200 dailies and weeklies in the company's 12-state marketing area. A radio campaign, using 86 stations and more than 1,600 spots per week on the "take to the road for fun" theme, will be broadcast through the summer. Six tv stations are also carrying commercials on the theme. Ashland's agency is Ralph H. Jones Co., Cincinnati.

Burnett Names Two VPs

Leo Burnett Co., Chicago, has appointed Louis A. Kennedy, associate copy director, and Raman W. Stultz, administrative coordinator, vps of the agency. Mr. Kennedy joined the agency in 1957 as a copy supervisor. Mr. Stultz has been with Burnett nine years as manager of the personnel department.

Alemite Boosts Treffeisen

Gus Treffeisen, an employe of Stewart-Warner Corp., Chicago, for 42 years, has been appointed manager of marketing of the Alemite and instrument division of the company. He has been Alemite automotive products sales manager for the past several years.

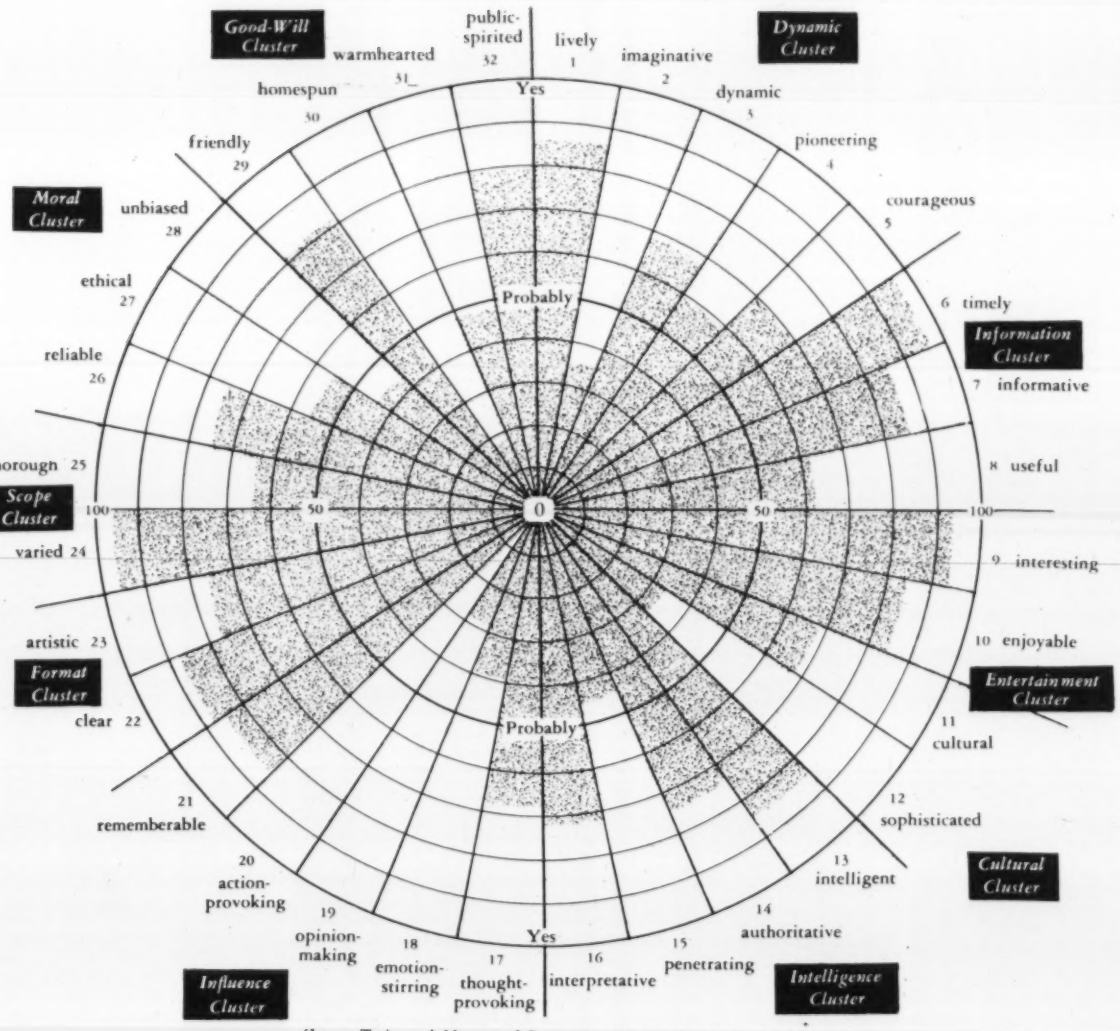
West-Holliday Moves Office

The Portland office of West-Holliday Co., newspaper publishers' representative, has moved its office to the Fifth Ave. Bldg., Portland, Ore.

This new concept of qualitative analysis measures the sales climate created editorially by 11 magazines

Over 4,000 readers in 36 cities used this new technique to evaluate the editorial characteristics of these magazines:

Media Image Profile
IMAGE MATRIX



(Image Traits and Manner of Presentation © The Bolger Company)

Through use of this basic image matrix and 11 acetate overlays, which are a part of each report, it is possible to make instant, visual comparisons among magazines in terms of 32 "image traits."

LIFE · POST · TIME · U. S. NEWS & WORLD REPORT* · NEWSWEEK · ARGOSY* · BETTER HOMES & GARDENS* AMERICAN HOME · HOLIDAY · NATIONAL GEOGRAPHIC* · and FAMILY WEEKLY*

What feelings do readers have toward the magazines they read? How do they evaluate a magazine's influence? Its usefulness? How reliable is it? How sophisticated? In short, does a magazine's personality add to or detract from your sales message?

The Bolger Company, one of the nation's pioneers in corporate image research, has applied its unique, proven technique to determine the characteristics attributed to magazines by readers, and is now ready with a report of its first nationwide study of eleven magazines.

The Media Image Profile is a new way to determine what readers think of a magazine by going directly to a magazine's readers and asking them to sort 32 Univac "trait" cards. On each card is printed one of 32 basic image characteristics or traits. Readers are asked to sort the "trait" cards into six groups according to the degree to which each trait describes the magazine ("Definitely," "Yes," "Probably," "Probably Not," etc.) Processing the cards then provides a reader-created profile of specific magazines in relation to each other.

In the current 11-magazine study, over 4,000 in-the-home interviews were conducted among primary readers in 36 cities. A total of over 130,000 Univac "trait" cards were sorted. The findings are presented in an 80-page report that is available from the magazines sponsoring the study. *(These magazines are designated above with an asterisk.)*

These magazines have long known the important relationship between editorial climate and advertising effectiveness. The Bolger Company is proud that it was able to apply its new technique to determine that climate in terms of reader opinions.

Representatives of The Bolger Company will be happy to discuss the new technique and its many adaptations with those to whom reader — or customer — opinions are important. For information, please write or call:

Among the firms for whom The Bolger Company has conducted image studies are: Leo Burnett Co.; Compton Advertising; Family Weekly; Graver Tank & Mfg. Co.; Hotpoint; International Minerals & Chemical Corp.; Marsteller, Rickard, Gebhardt & Reed; Meredith Publishing Co.; National Geographic; Needham, Louis & Brorby; Oklahoma Oil Co.; Popular Publications; Pure Oil Co.; John W. Shaw Advertising; U. S. News Publishing Co.

THE BOLGER COMPANY
Specialists in Corporate and Media Image Evaluations
Six North Michigan Avenue • Chicago

Along the Media Path

Two special network programs, broadcast from Windsor's new Cleary auditorium, helped celebrate the 10th anniversary of **CBE**, Windsor, CBC owned and operated radio station.

• **Rodale Press** has published "The Enormous Gardener of Emmaus," an up-to-date survey of *Organic Gardening & Farming's* growth, broadening market and reader acceptance. Copies of the 10-page file folder may be obtained from Rodale Press, Organic Park, Emmaus, Pa.

• On Oct. 23, **The American Weekly** will publish its second annual "Health & Beauty" issue, kicking off an industry-wide drug store promotion. This year's promotion will be built around the theme, "Check Your Medicine Chest Today—Is Yours Prepared for Emergencies—for Beauty—for Health?"

• More than 16,000 50-star flags have been sold by the **St. Louis Globe-Democrat** since it published an editorial on Flag Day, chiding the public for its failure to fly the flag. The newspaper continued to take orders for flags after July 4, and estimates that 20,000 flags will be shipped to readers before the end of July.

• "The Pampered Look" will be the theme of fashion showings to be presented twice daily at the **Philadelphia Inquirer's** Beautyrama, fourth annual display of beauty aids, at the Sheraton Hotel, Sept. 7-9.

• A new blood-red hybrid tea rose, named American Home in honor of the magazine of the same name, was the feature attraction during "American Home Day" at the opening of Jackson & Perkins' 28th annual Rose Festival in Newark, N. Y. The rose will be shown in the September issue of **American Home.**

• The **Los Angeles Evening Mirror News** will publish its third annual "My Best Recipe" section in its Nov. 1 issue. The tabloid section will be made up of prize-winning reader recipes.

• **KMOX**, St. Louis, is conducting a special two-week on the air "Child Safety Campaign," in cooperation with the National Safety Council, the St. Louis Police Department and the Automobile Club of St. Louis.

• "How to Cut Your Reading Time," a 12-page booklet designed to help reading speed and comprehension, has been published by **McGraw-Hill Publishing Co.** "as a service to help harried men and women in business and industry" in collaboration with tested procedures developed by the Reading Laboratory. Copies of the booklet can be obtained from Angelo Venezian, McGraw-Hill Publishing Co., 330 W. 42nd St., New York 36.

• More than 15,000 old pencils have been received by **KFWB**, Los Angeles, in response to its request for old pencils, brought home from school by youngsters, to be given to school children in foreign countries where the pencil supply is short. The station offered to send a new KFWB pencil to all children who send in old pencils.

• San Francisco's four commercial tv stations, **KTVU, KRON-TV, KPIX** and **KGO-TV**, have joined forces to introduce "Bay Area Television Bulletin," a new monthly bulletin which provides details about the educational, informational, music, interview, discussion and special programs to be presented by the four stations each month.

Riggs Schafer Schurz Braunsdorf

HONOR PLAQUE—*J. A. Riggs, president of Goss Co., Chicago, presents a plaque honoring the South Bend Tribune and its pressroom employes for their cooperation in testing experimental printing press equipment, to Franklin D. Schurz, editor and publisher of the Tribune. Looking on are Carl Schafer, Tribune pressroom superintendent, and Walter Braunsdorf, pressroom foreman.*

• Agency men around the country recently received boxes of "animal crackers," sent by **KXLR**, Little Rock, to promote the station's part in helping to complete Little Rock's zoo. Station disc jockeys recently participated in a marathon broadcast, aired from the city zoo, during which they asked listeners to submit names for three kangaroos, along with money to help buy the kangaroos.

• **WFLN-AM-FM**, Philadelphia, has published the first issue of its "WFLN Philadelphia Guide," which lists programs, outstanding events in the area, places to visit and recreations.

• In an effort to curb the highway death toll in Ohio, **WHK**, Cleveland, has put together a special safety campaign kit and has made it available to more than 100 Ohio radio stations, free of charge. The kits contain taped messages by the governor of Ohio, and representatives of the Ohio department of highway safety, National Safety Council and the Ohio state highway patrol.

• **National Broadcasting Co.** sent a switch-engine desk piece (a one-car Lionel train on a double track) to time buyers and clients around the country to illustrate its promotion theme, "You're on the right track when you switch to NBC—WNBC-TV, Channel 4 in New York, and WNBC Radio, 660."

• The **Detroit Times** gambled on its own political know-how by preparing ahead of time a full front page color picture of Democratic nominee John F. Kennedy. Radio spots announcing the color page were scheduled for Thursday and 1,100 display cards, 38"x17", reading at the top "In Today's Times," to which the first 1,100 front pages off the press were pasted, were also prepared. Had anyone else won, the color plates would have had to be scrapped, since plates were not prepared for any other candidate. The *Times* has prepared the same program for Vice-President Nixon.

• "A Guide for Tourists & Others," a 40-page magazine section devoted to Oregon's southern coast, was published July 1 by **The World**, Coos Bay, Ore. The section contained maps, pictures and stories of the area's natural and man-made attractions.

• A school for candidates seeking state office and planning to use television in their campaigns has just been concluded by **WXYZ-TV**, Detroit. It was the first tv training course to be offered in Detroit for state candidates.

• On June 27, the **Houston Chronicle** published its first morning "Blue Streak" edition. The edition, which carries no news picked up from the previous *Chronicle* editions, is published Monday through Friday.

• The **Journal-Times Co.**, Racine, Wis., is building a multi-story addition and has begun a remodeling program which will nearly double present space used for news, business and mechanical departments. Total cost of the project, which is expected to be completed in about 18 months, will be $1,300,000.

• More than 5,000 drivers stopped at the **KTRE**, Lufkin, Tex., "Operation Deathwatch" coffee booth during the Independence Day weekend. They downed more than 2,800 cups of coffee, 600 bottled drinks, 630 cartons of milk, 25 gallons of Pepsi-Cola and 6,000 rolls and cookies. The booth, manned by KTRE staffers and members of the local Junior Chamber of Commerce, was open 60 hours. Refreshments, donated by local business

BRAND-NEW:
Out of the thousands of **SATURDAY EVENING POST** stories read and loved by millions of Americans, **ITC** now proudly brings to television first run, for the first time, the

"BEST OF THE POST"

Pat O'Brien
. . . hard-hitting action

June Lockhart
. . . tender romance

Everett Sloane
. . . Western adventure

Charles Coburn
. . . tongue-in-cheek farce

Pulitzer Prize-winning authors like MacKinlay Kantor, Conrad Richter, Stephen Vincent Benet . . . and many others.

INDEPENDENT TELEVISION CORPORATION

488 Madison Avenue • N. Y. 22 • PL 5-2100

Ad Clinic #15

(a transparent device to get you to read this Sheraton ad)

by "Red" Moat

Ads we could do without

This is a brag-and-boast headline that obviously overstates the case.

How could any hotel company reserve a room that fast?

Pardon, sir, but it's true. Sheraton has a wonder machine, *RESERVATRON*, that makes and confirms reservations anywhere — electronically. All you do is phone the nearest Sheraton Hotel or reservation office. To help us test this ad, send for free, 104-page booklet that gives helpful dope on all Sheraton's 54 hotels. Write: **Sheraton Corp., Ad Age Ad #15, 470 Atlantic Ave., Boston, Massachusetts.**

1,0

POLITICAL PARADE—*This bevy of beauties led a KDKA-TV parade through downtown Pittsburgh to promote the station's CBS-TV convention coverage, which was supplemented with news specials from Westinghouse Broadcasting Co.*

companies, were served free to drivers and their traveling companions.

• In commemoration of Kansas' centennial year, **Kansas Farmer** will devote its Jan. 21, 1961, issue to "100 Years of Kansas Agriculture." The issue will carry a special front cover on slick stock and will be published in sections, each of which will cover one part of Kansas' agricultural development.

• "How to Win Votes & Influence People," a 28-page booklet designed to show candidates for office and their supporters how to use newspaper advertising effectively in their fall campaign, has been published by the **Bureau of Advertising,** ANPA. Included in the presentation are a number of case histories of successful use of newspaper advertising in previous campaigns. Additional information may be obtained from the Bureau of Advertising, 485 Lexington Ave., New York 17.

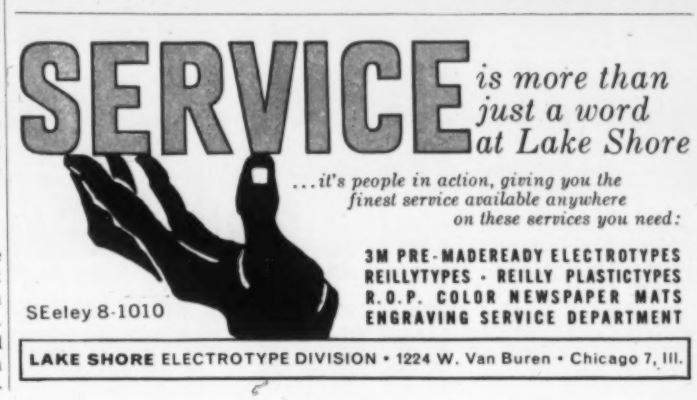
• **Department of New Laurels:**

TV Guide's advertising revenue of $5,663,544 for the first six months of 1960 showed a 25% gain over the same period last year.

Newsweek International carried a record 1,126 advertising pages in the first half of 1960, a 19% increase over the same period the previous year.

The **International Editions of Reader's Digest** registered advertising linage gains averaging 10% for the first six months of 1960 over the corresponding 1959 period, with pages totaling 10,009.92, against 9,101.25 a year ago. #

WESTERN HORSEMAN
149 Advertising Agencies Placed 167 National Accounts in Last 16 Issues of THE WESTERN HORSEMAN
3850 NORTH NEVADA AVENUE
COLORADO SPRINGS, COLORADO


SERVICE is more than just a word at Lake Shore
...it's people in action, giving you the finest service available anywhere on these services you need:
3M PRE-MADEREADY ELECTROTYPES
REILLYTYPES · REILLY PLASTICTYPES
R.O.P. COLOR NEWSPAPER MATS
ENGRAVING SERVICE DEPARTMENT
SEeley 8-1010
LAKE SHORE ELECTROTYPE DIVISION • 1224 W. Van Buren • Chicago 7, Ill.

SAN DIEGO 1,003,522

NOW THE 19th LARGEST METROPOLITAN AREA IN THE NATION!

Preliminary figures released by the Census Bureau place San Diego, California, 19th among the nation's 20 largest cities.

Population total for the San Diego metropolitan area: 1,003,522.

This represents an increase of 63.7 per cent for the city proper during the past 10 years, and a jump of 105.1 per cent for the entire market.

The same decade brought an increase of almost 200 per cent in aggregate business activity.*

All of which means that San Diego is a "must" market.

Two dominant dailies, **The San Diego Union** and **Evening Tribune,** sell San Diego. Combined daily circulation is more than 200,000 (227,678 ABC 3/31/60).

The San Diego Union | EVENING TRIBUNE

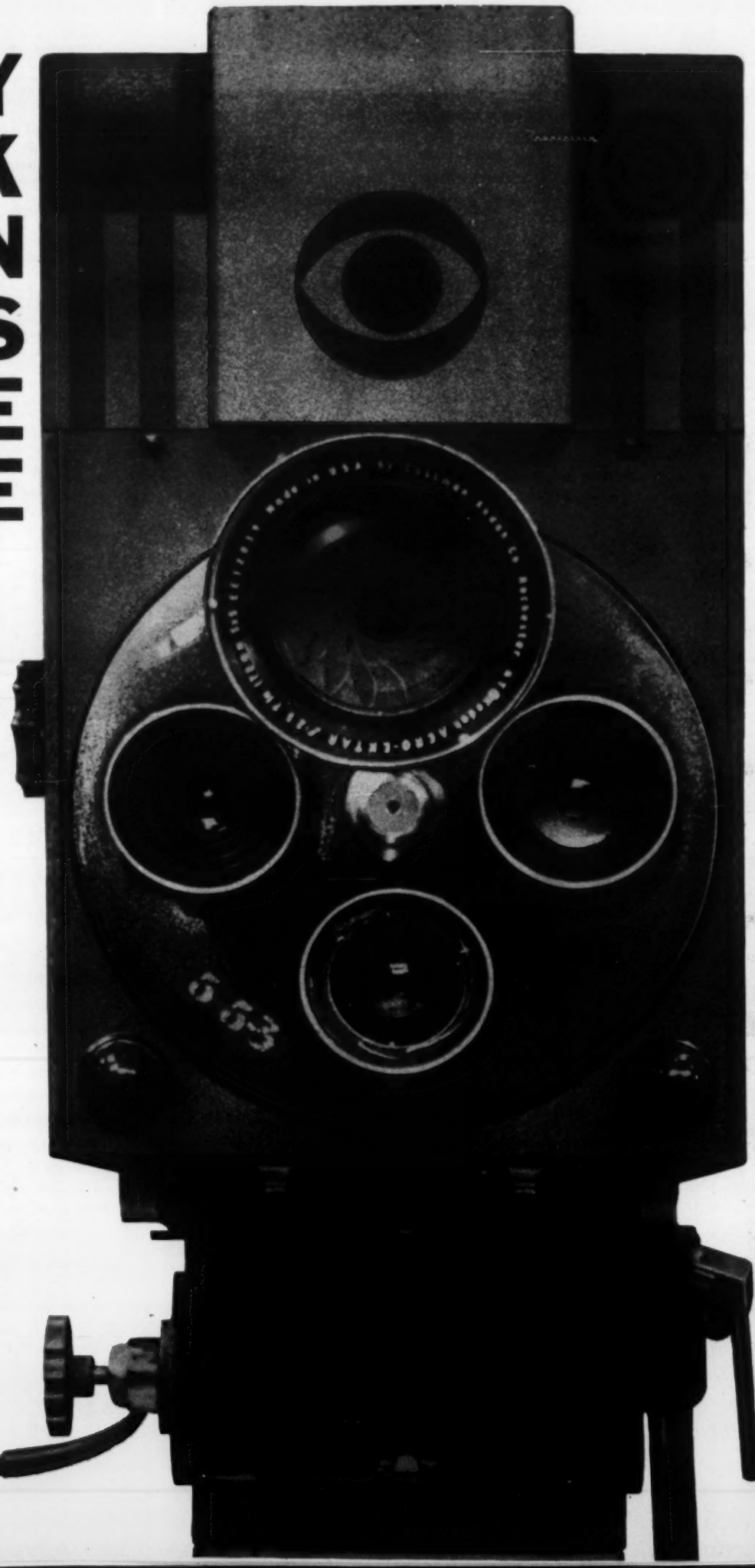
*Economic Research Department, Union-Tribune Publishing Company.

"The Ring of Truth" Copley Newspapers

15 Hometown Daily Newspapers covering San Diego, California - Springfield, Illinois - Northern Illinois - and Greater Los Angeles. Served by the Copley Washington Bureau and the Copley News Service.

REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.

THE WAY NETWORK TELEVISION LOOKS IN THE DAYTIME



Here is a complete picture of the daytime performance of the three networks during the 1959-1960 television season. If you are an advertiser interested in reaching the housewives of the nation, you might find it particularly significant that by every measure of daytime leadership the CBS Television Network remains well ahead of its two rivals. This is true whether you compare the complete daytime schedules (Monday-Friday from 7 am to 6 pm) or only the "housewife television" schedules (Monday-Friday from 10 am to 5 pm).

Source: All data are national Nielsen Television Index average audience figures for October 1959-May 1960, covering all regularly scheduled sponsored programs, Monday through Friday, 7 am-6 pm.

TOP PROGRAMS The following table shows how the three networks compare in high-rated programs. In the average Nielsen report the CBS Television Network won more than half of the places in the top 5, 10, and 20 programs.

PROGRAMS	CBS	NET. X	NET. Y
Top 5	3	0	2
Top 10	7	1	2
Top 20	12	5	3

QUARTER-HOUR WINS This season an average of 35 Monday-Friday quarter-hour time periods were commercially programmed by at least one network in the 7 am-6 pm period. The CBS Television Network had the top-rated program in more of these quarter-hour periods than the other two networks combined, a total of 54%.

Sponsored quarter-hour periods	Number of periods when highest-rated program was telecast by: CBS	NET. X	NET. Y
35	19	12	4

Note: Program ratings by single days (which are not generally available) are ignored. A network is considered as "winning" a quarter-hour in a given Nielsen report if that quarter-hour's average rating from Monday through Friday is higher than that of the other two networks.

AVERAGE RATINGS This season the CBS Television Network has shown a rating increase of 6% during the average daytime minute and now leads its nearest competitor by 20%.

	AVERAGE RATING	CBS ADVANTAGE
CBS	8.5	
Net. X	7.1	+20%
Net. Y	5.7	+49%

AVERAGE HOMES REACHED Prior to July 1960, each Nielsen television rating was expressed as a per cent of all television homes able to view a sponsored program. However, this does not reflect the advantage to an advertiser who buys time on a network with a long list of strong stations. Such stations make the network's programs accessible to more homes. The Nielsen estimates of "homes reached" take into account this added factor, which in itself is an important index of network strength.

It is significant that the CBS Television Network's lead over one network in "homes reached" is markedly greater than in ratings.

	HOMES REACHED	CBS ADVANTAGE
CBS	3,618,000	
Net. X	3,008,000	+20%
Net. Y	2,189,000	+65%

Moreover, the CBS Television Network's lead in "homes reached" is not the result of a few extremely popular programs. As an indication of the over-all strength of its program schedule, 12 out of 15 of the CBS Television Network's daytime programs reach at least 3,000,000 homes per minute. By comparison, less than half of Network X programs and less than one-third of Network Y programs reach an audience of this magnitude.

NUMBER AND PER CENT OF PROGRAMS

HOMES REACHED (in thousands)	CBS NO.	CBS %	NET. X NO.	NET. X %	NET. Y NO.	NET. Y %
3,000 or more	12	80	4	36	3	27
2,000–2,999	2	13	6	55	1	9
1,000–1,999	1	7	1	9	7	64
Less than 1,000	0	0	0	0	0	0
TOTAL	15	100	11	100	11	100

AVERAGE WOMEN REACHED Most advertisers are attracted to daytime television because of its unique ability to reach women. Not only does the CBS Television Network reach more homes per minute than either of the other two networks, but its programs also are seen by a higher proportion of women viewers. As a result, the CBS Television Network's lead over the other two networks in the number of women reached (in "housewife television" hours) is even greater than its lead in homes. Data are from American Research Bureau audience composition figures, projected against Nielsen homes per minute, Monday through Friday, 10 am-5 pm.

	AVERAGE NUMBER OF WOMEN	CBS ADVANTAGE
CBS	3,682,000	
Net. X	3,000,000	+23%
Net. Y	1,346,000	+174%

HOME HOURS OF VIEWING This measure combines the average number of homes reached and the total amount of time sold in the daytime. Thus, it is an over-all index of the performance of the entire network medium. It is significant that not only does the CBS Television Network lead the "second" network by 57% (and the "third" by 119%) but its number of home hours of viewing has increased substantially over last year.

HOME HOURS OF VIEWING* (000)	CBS	NET. X	NET. Y
This season	92,904	59,266	42,446
Last season	85,993	74,877	36,318

CBS LEAD OVER:	NET. X	NET. Y
This season	+57%	+119%
Last season	+15%	+137%

*Weekly totals for all Monday-Friday programs

NETWORK BILLINGS In the past eight months, the CBS Television Network continued to earn the greatest share of advertisers' investments in daytime network television, as it has for the past seven consecutive calendar years. Data are from Leading National Advertisers—Broadcast Advertiser Reports.

	AVERAGE MONTHLY DAYTIME BILLINGS*
CBS	$6,604,925
Net. X	$5,324,535
Net. Y	$2,279,610

*Includes all sponsored weekday programming

Records are made to be broken. Even with this outstanding record of daytime leadership, the CBS Television Network is continually striving to improve its competitive position.

For this reason it has just introduced three new programs to the daytime line-up: Two half-hour dramatic series—FULL CIRCLE and THE CLEAR HORIZON—and VIDEO VILLAGE, an exciting game show with Jack Narz as host. All of these new network shows have been designed to appeal specifically to the daytime housewife audience. By strengthening what is already the most successful daytime program schedule in television we—and our sponsors—can look forward to an exceptionally promising year.

This is the way network television looks in the daytime, a picture that provides compelling facts for any advertiser who seeks the most efficient and most effective way to reach the nation's housewives over and over again.

THE CBS TELEVISION NETWORK

Snyder Gains Control of Art Studio Stock

Robert Snyder, president of Robert Snyder & Associates, Chicago commercial art and photo studio, reported at the company's annual meeting he has increased his holdings in the company from 50.5% of the shares to 94% as the result of his purchase of 43.5% of the stock from Robert B. Eirinberg, who held the chairman title and was principal owner of the former Kling Studios. The remaining 6% of the shares are held by other principals in the company and key employes. Last year Kling and Bielefeld Studios merged as Kling Bielefeld Studios. The company was reorganized and its name changed to Robert Snyder & Associates in December (AA, Dec. 7).

Mr. Snyder was reelected president and he is expected to become chairman, replacing Mr. Eirinberg, who has been relieved of all management and administrative responsibilities.

Nicholls Joins 'Parents'

Ted Nicholls, formerly with Capper Publications Inc., has joined the ad sales staff of *Parents' Magazine*, New York.

art editor

Woman, under 40, with fashion or decorating background preferred for national consumer magazine. Excellent taste in layout, professional knowledge of type and flair for working with color essential. Salary in five figures depending on experience. The woman we seek is probably now employed and resumes will be treated in strictest confidence. Address detailed resume to *Irvin Gill, Manager, Art Placement Department.*

Jerry Fields Associates*

advertising personnel specialists
16 East 50th St., N. Y. 22, N. Y.
*Jobs Unlimited Agency

'60 CENSUS GIVES

CENTRAL FLORIDA'S 10 COUNTY AREA

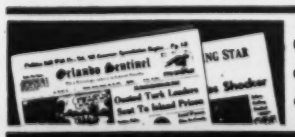
1 MILLION PEOPLE

In FIVE of these counties, where there are ONE-HALF MILLION people, the Orlando Sentinel-Star has SIX TIMES the combined circulation of THREE competing newspapers from Tampa, Jacksonville and Miami. These splendid metropolitan papers are:

- **The Miami Herald**
- **The Jacksonville Times-Union**
- **The Tampa Tribune**

How is it possible for the Orlando Sentinel-Star to outpenetrate bigger papers in this rich area? We print a good newspaper first, then add to it FIVE PINK ZONE SUPPLEMENTS (4 to 40 pages each), five days a week for five different areas of Central Florida. We maintain 14 bureaus and actually print more pages than any other Florida newspaper. (Source: Media Records) Please note: We print these Pink Zone Supplements FIVE days a week . . . not one or two days like most metropolitan newspapers . . . but we give our readers the news and pictures of their individual communities regularly—almost daily!

As we have SIX times the combined daily circulation of Jacksonville, Miami and Tampa papers in our FIVE counties, we have FOUR AND ONE-HALF times the combined circulation on Sundays of Parade, This Week and Family Weekly Magazine. Oh yes, we have a Sunday Magazine but it is edited right here at home, not in New York—therefore its impact is greater. Its 40 to 60 pages weekly are printed in bright, full color on our new million $ color press.



Orlando's Metropolitan Area of 317,412 is fastest-growing of ALL says U.S. Census

Orlando Sentinel-Star

We lead ALL in Cape Canaveral . . . "Gateway to the Moon"

This Week in Washington . . .

FCC Has Misgivings on Equal Time Ruling for Daly on Jack Paar Show

By Stanley E. Cohen
Washington Editor

WASHINGTON, July 21—The Federal Communications Commission is having some misgivings about its recent decision forcing NBC to put Lar Daly on the Jack Paar show. But the best rule of thumb for sponsors and broadcasters this fall continues to be: Beware of politicians on entertainment shows.

Under last year's anti-Lar Daly law, producers are free to use normal news judgment in spotting political contenders on regularly scheduled news and panel shows. When the Jack Paar situation was before it, however, FCC emphasized that the appearance of a public figure on an entertainment show from time to time won't qualify the show for the immunity offered by the anti-Lar Daly law.

In the recent cases Lar Daly convinced the commission that he was a bona fide candidate for the Democratic Presidential nomination. FCC said he was entitled to request equal time on the Jack Paar show because one of his rivals—Sen. Kennedy—had appeared on that program.

■ FCC's mail shows many Jack Paar viewers are not receptive to the niceties of the legal arguments. In proportions unmatched since the peak of the payola hearings they have been writing to tell the commissioners where to head in.

This is about typical of consequences when FCC tried in the past to use the "equal time" law in behalf of an unpopular cause.

Last year FCC tried to force stations to give Lar Daly time because the mayor of Chicago—his rival in a mayoralty election—was telecast on news shows greeting distinguished visitors to the city. Congress decided this was absurd. That's how it happened to pass a special law declaring that the equal time law won't be applied to appearances on regularly scheduled news and panel shows.

Having been burned for a strict enforcement of "equal time," FCC zagged in the other direction early this year. Candidates in a Texas primary were demanding equal time because the weathercaster on a Waco tv station was a candidate in the election. The commission said "no" because the man was doing his regular job, and wasn't being identified as a candidate.

■ Courts subsequently respected FCC's judgment in the Waco case, but the Senate committee on interstate and foreign commerce didn't. When Commissioner Robert E. Lee was up for confirmation, Sen. Ralph Yarborough (D., Tex.) denounced the Waco decision as a gross injustice to the weathercaster's rivals. "Equal time" is a life or death matter in the political profession, so Republicans chimed in with equally caustic comments.

In its most recent Lar Daly decisions, FCC switched back to a strict application of the "equal time" doctrine. It found Lar Daly had been a candidate in the Indiana and Maryland Democratic Presidential primaries, that he planned to have a headquarters at the Democratic convention, and that NBC news crews had interviewed him as a Democratic contender. The commission's 5-1 majority said he had qualified.

Altogether he was seeking time on two NBC and two CBS programs. FCC found three of them—including NBC's "Today" show—were regularly scheduled news programs, under the umbrella of the 1959 anti-Lar Daly law. Its examination of the Jack Paar show pointed out that it is an entertainment program.

■ Chairman Frederick Ford, who dissented in the recent Lar Daly verdict, suggested that FCC should have dug deeper to find out if he was really a bona fide candidate. Since the Democratic convention was to be held the following week, some of his colleagues feared that a decision to do more investigating could have delayed a verdict until it would have been too late.

The "equal time" issue is one of those matters that tries men's souls. People who don't take Lar Daly seriously contend that he uses Section 315 to get personal publicity, and that the commission ought to find a way to prevent him from doing it.

But you find people at FCC who argue that it is better to "be had" once in a while than to go along on decisions which would lead to more trouble later. "Suppose we postponed Lar Daly out of the opportunity to get in his licks before the Democratic convention," they will argue. "Who knows how that precedent will be used by some future commission to filibuster other splinter candidates out of their equal time rights?"

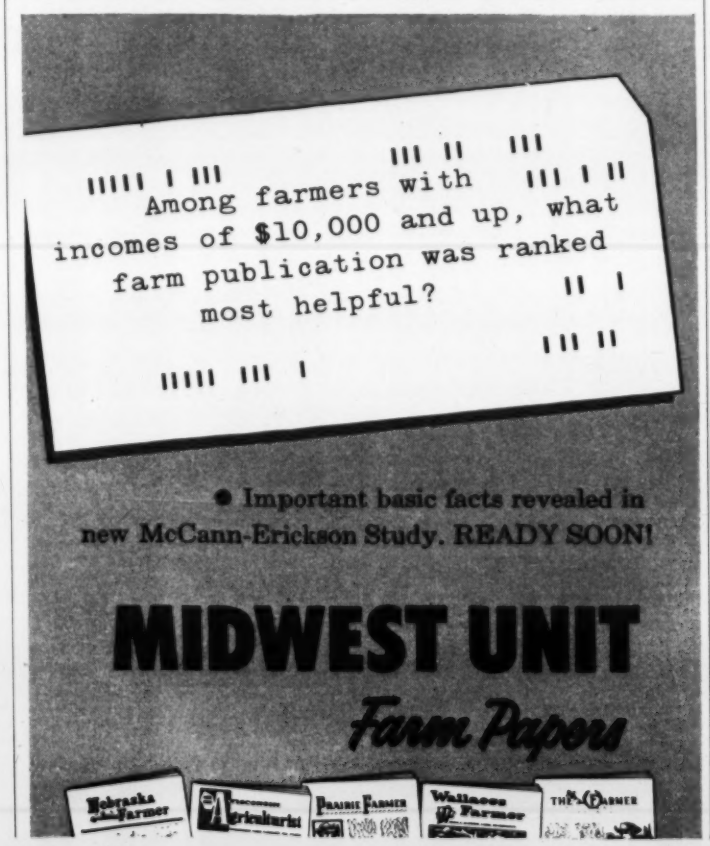
They say FCC's mail shows Lar Daly's appearance on the Jack Paar show involved its own peculiar form of retribution. "To judge by our mail," they say, "he irritated a lot of people."

■ Although the politicians like the security they get from the equal time law, Lar Daly cases make them squirm, too. With equal time out of the way, they are told, broadcasters could give more time to major parties without worrying about costly demands from splinter groups.

Even without a special "equal time" law, broadcasters have a statutory responsibility to be fair. If "equal time" were repealed, FCC's hand would be removed. The burden would shift to broadcasters and sponsors.

When Congress returns, it is expected to suspend the "equal time" law for Presidential candidates this fall. This will enable networks to give time for face-to-face debates by the top candidates. A Senate watchdog subcommittee under Sen. Yarborough will be standing by to see that legitimate splinter parties get fair treatment.

Approval of new radio-tv legislation this summer could also work toward ultimate elimination of the "equal time" requirement. In the past FCC's only choice was to put a station out of business if it erred in "fairness." The new law is expected to equip the commission with other sanctions. For example, fines might prove to be the appropriate punishment for stations that tend to discriminate in the allocation of political time. #


Among farmers with incomes of $10,000 and up, what farm publication was ranked most helpful?
Important basic facts revealed in new McCann-Erickson Study. READY SOON!
MIDWEST UNIT
Farm Papers
Nebraska Farmer
Prairie Farmer
Wallaces Farmer
The Farmer

NRHA Sets 7-Page Housewares Festival in October 'LHJ'

National Retail Hardware Assn., New York, will run a series of seven right-hand pages in the October *Ladies' Home Journal* as its second annual "Housewares Festival." The participating advertisers are Rubbermaid Inc.; Ecko Products Co.; Corning Glass Works; Bissell Inc.; Hamilton Cosco Inc.; Borg Erickson Corp.; and Wear-Ever Aluminum Inc. The ads are being handled by the companies' own agencies.

Each ad will carry the "Housewares Festival" logo and will offer special "festival values" as well as the manufacturer's best-selling items. Merchandising display kits prepared by LHJ are being mailed to 23,000 hardware retailers. The magazine is also offering a trip to New York to the wholesaler salesman and hardware retailer who "best participate" in the promotion.

Vinson Named President

Gladstone E. Vinson, formerly executive vp of Armstrong, Fenton & Vinson, San Diego, has been named president, succeeding T. G. Armstrong, who died in April. He is succeeded as executive vp by Reg G. Bennett, formerly general manager. The agency also has branches in Long Beach and Pasadena.

Still No. [redacted] in Michigan

The friendly Free Press, Michigan's only morning newspaper, continues as Michigan's No. 1 daily paper with over a half-million circulation!

Latest official* circulation figures show that Detroit's fastest-growing daily paper reaches an average of 500,220 families every weekday—the highest daily circulation ever attained by any Detroit newspaper!

Sunday circulation is up, too, to the highest point in Free Press history—now a whopping 530,221.

These new circulation achievements reflect the continuing acceptance of Michigan's prize-winning newspaper.

Your Story,.Brooks and Finley man has the complete Free Press story. Ask him!

*Publisher's Interim Statement for the three months ending June 30, 1960, as filed with the Audit Bureau of Circulations, subject to audit.

The Detroit Free Press

Michigan's *Only* Morning Newspaper

National Representatives: Story, Brooks & Finley • **Retail Representative: George Molloy, New York**

THE NO. 1 NEWSPAPER IN MICHIGAN

1 newspaper at **1** low cost provides basic coverage of METROPOLITAN MICHIGAN . . . delivers the Detroit Retail Trading Area PLUS Michigan's Standard Metropolitan Areas!

Three Join Doherty, Clifford

Robert S. Morton, formerly with Cunningham & Walsh, and Sam Barricone, formerly with Benton & Bowles, have joined Doherty, Clifford, Steers & Shenfield, New York, as group supervisors in the media department. Arnold Leeds, previously with Kenyon & Eckhardt, has been named an executive producer in the agency's tv department.

SPACE SALESMAN FOR PITTSBURGH

Job open with Chicago publisher with two leading business papers. Applicant should have two to five years' experience in space sales and be familiar with the Pittsburgh territory. Give full details. Address Box 292, Advertising Age 200 E. Illinois Chicago 11, Illinois.

GE to Launch Air Purifier in Major Fall Push

Allergies Key to Growth of Field; Puritron Tops as Dozen Makers Vie

By Phyllis Johnson

NEW YORK, July 19—General Electric Co. will enter the air purifier field this fall. A portable model, priced at $59.95, will be in stores by October.

"Heavy" advertising is expected, although ad plans will not be completed for "at least another month"; in fact, an agency hasn't even been appointed. The purifier will be a product of GE's automatic blanket and fan department, which is handled by Young & Rubicam—and it is expected that Y&R will probably get the assignment.

The GE model is a 20-lb. unit with three filters to remove dust, pollen, smoke and odors from the air which passes through the unit. It also has a 15-watt germicidal lamp to kill bacteria that escape the filters.

■ The entry of such a major brand name as GE into the field is expected to broaden the consumer purifier market considerably. The No. 1 company in the field has been Puritron Corp., with sporadic competition from about a dozen other manufacturers entering and exiting from the field over the past several years.

So far, appliance and department stores have had good success in promoting the purifiers since they haven't become too common in discount houses and price footballing hasn't yet started. The missionary work in promoting the purifiers to the consumer was done last fall and volume is expected to increase considerably in the allergy months during late summer.

The main selling months are the summer allergy and gift-giving seasons. While the purifiers are promoted specifically for hay fever and other allergy sufferers, the product is also promoted successfully as a year-round item to remove smoke and odors—particularly for homes which do not have a regular kitchen ventilating system, since there is no kitchen that hasn't an odor problem, as the manufacturers like to point out.

■ One good selling point is that they are portable and can be plugged in anywhere, with no installation problems such as there are with ventilating fans.

About 12 manufacturers are active in the field now; among those currently advertising to the trade are the following:

• Puritron Corp., New Haven, which promotes a line of three portable units ($39.95 to $79.95) and three range hoods ($79.95 to $121.95). The units have a series of three ultraviolet lights and a filter. Doyle Dane Bernbach is the agency.

• Waring Products Corp., which is introducing two lightweight units (5 lbs.) at $39.95 and $49.95 (AA, June 13). These "air sanitizers" have three germicidal lamps and a "triple-guard" filter. Maxwell Sackheim Inc. is the agency.

• Rival Mfg. Co., Kansas City, which is advertising its Rivalaire Purifier with "king-size activated charcoal Diaphene-treated twin filters" to kill germs on contact and "swallow up smoke and smog, dust and dirt, odors, grease and pollen." Potts-Woodbury, Kansas City, is the agency of record.

• Associated Mills Inc., Chicago, which has been supplying hospitals for the past 12 years with air filter-purifiers, is now promoting four Pollen-Ex 99 models for the consumer. These are priced from $49.95 to $109.95. They get their names from the product claim that the Pollen-Ex 99 filter removes 99.99% of all ragweed pollen, dust and other airborne particles passing through it. The filter is impregnated with two layers of Permasterile germicide which the company claims "destroys even hospital staph." The models use both activated charcoal and ozone to eliminate smoke and odors. Ray C. O'Keefe Advertising, Chicago, is the agency.

• Major Industries Inc., Chicago, which promotes the Nautilus air purifier as trapping dust, pollen, etc., "just as a gas mask traps poison gas." This model has a Germicidal ScottFoam filter plus four activated charcoal filters—"the same magic material that helps sailors on the atomic submarine Nautilus breathe pure, fresh air," the trade ads read. Aitkin-Kynett Co., Philadelphia, is the agency.

• Roto-Broil Corp. of America, Long Island City, which is promoting a budget-priced model, a $17.95 Healthaire purifier with a Micro-trap dust and pollen filter. Product Services Inc., New York, is the agency.

• Minneapolis-Honeywell Regulator Co., Minneapolis, which is advertising one of the highest-priced portables, a $229.95 "electronic air cleaner." Small-space consumer magazine ads claim the "electrostatic precipitator" will clean the air of a 12x14' room in 15 minutes. Foote, Cone & Belding, Chicago, is the agency. #

FIRST—*The National Institute of Drycleaning, Silver Spring, Md., aims to get wash-and-wear clothes into its members' stores with a spread which appeared in three standard Select-A-Market areas of The Saturday Evening Post July 16. Some 1,500 institute members participated in the ad. Erwin Wasey, Ruthrauff & Ryan, Philadelphia, is the agency.*

Nunan Joins Crosley Corp.

Thomas R. Nunan Jr., formerly manager of Steinman Radio Stations, Lancaster, Pa., has joined Crosley Broadcasting Corp.'s New York sales office in the new post of director of marketing communications.

Aye Laddie—

ye'll save a mickle when ye trust your wu-r-r-k to craftsmen—

and more and more canny advertisers are proving it day after day. They're taking advantage of the worry-saving experience, skill and know-how guaranteed by ROGERS' pioneering in the special techniques demanded for superior R O P color work.

ROGERS

engraving company

2001 calumet avenue • chicago 16

master-craftsmen of photo-engraving

ADVERTISEMENT

ADVERTISING AGENCIES DISCOVER NEW, AUTOMATIC WAY TO KEEP CLIENTS HAPPY!

Clients are people, too. And people get over-tired, tense, from too much pressure, no time to relax, no outlet. Regular, daily exercise could provide the outlet, keep your client more relaxed, happier.

But clients, like most busy people, don't have time for daily exercise. So they make things worse by trying to do in a Sunday afternoon what they should do seven days a week. When it's all over, they're *really* knocked out. How can busy clients fit healthful, regular exercise into their schedules? Exercise at home, at their leisure, on the world's smallest gym—the remarkable EXERCYCLE!

Thousands of busy people—many doctors who have never been on TV among them—have found in the all-electric EXERCYCLE the answer to the problem of finding the time and the place to get regular exercise. The EXERCYCLE is an *automatic exerciser* that goes into any corner of a room. Your client comes home and just sits—can watch TV while he uses it—and the EXERCYCLE gently creates simultaneous, rhythmic actions of the shoulders, arms, thighs, legs, abdomen and back. It's like rowing, cycling and horseback riding—all in one with no strain, or pushing.

With daily, relaxing exercise on the EXERCYCLE, your client will be helped to overcome that tired-out feeling, to relax his nervous system. Daily exercise like this — by helping sluggish circulation—will help him look and feel better, younger, *happier* than he has in years.

This is not a test ad. If you'd like to send for further, free information on the EXERCYCLE, it won't prove a thing to anyone—except, perhaps, to your client.

Call or write: Les Williams at The EXERCYCLE Corporation, Dept. AA-1, 630 Third Avenue, New York 17, N. Y.—YU 6-4590.

Solid People

Real Estate advertising attracts substantial investors. The Mirror is second in all Real Estate among New York's seven dailies — and first in New Homes advertising.

Make The Mirror a MUST!

Reprints of the artwork, suitable for framing, are available. Write Metro Sunday Comics Network

The day the funnies stopped

You can't kid around with the funnies.

America takes them too seriously.

Ask the Chicago Tribune.

The roof fell in one historic Sunday when the Tribune deliberately omitted Little Orphan Annie. Public reaction: Clogged switchboards. Bonanza for Western Union. Sacks of mail. Droves of irate visitors. They wanted Annie back! Annie never left the Trib again.

And New Yorkers of vintage years fondly recall the high-pitched voice of the "Little Flower" reading the funnies over the radio because the papers were on strike. *And not only the kids listened!*

This priceless public possessiveness of Sunday Comics is common. It happens all the time. Ask your Metro man for a few recent examples.

In a day, a year, a decade – Li'l Abner, Steve Canyon, Peanuts, Dick Tracy, et al., can drum up more assured readership, acceptance and identification than any other medium.

In Metro Sunday Comics Network, this built-in, time-tested editorial background provides the ideal climate for advertising – hard sell, soft sell, even subliminal handling of corporate or brand imagery. And if you're seeking a new, vital and profitable avenue for major selling efforts, consider these facts:

FACT: More people read Metro Sunday Comics than any other print medium – over 40,000,000. As always, section readership is terrific. (Ask for latest studies.)

FACT: Metro's regular families include more college graduates, more professionals, more adults, more teenagers, more kids than you can reach in any other medium. And you reach them *all at once* for the price of *one* insertion.

FACT: In the income brackets that count – over $4,000; over $7,000; over $10,000–Metro Sunday Newspaper Comics' families rank well *above* U.S. averages.

FACT: People who read Comics become involved in the situations; identify strongly with many of the characters – develop a strong sense of loyalty to the medium. The result: a strong sense of loyalty to the advertisers. (Ask us for the new studies on this.)

FACT: You can get the complete story on Metro Sunday Comics Network by calling MUrray Hill 9-8200 in New York City – or any of our branch offices listed below. (Send for our brand new study on effective audience potential, entitled "2 x 2 = 16 – Or Does It?")

METRO Sunday COMICS Network

METROPOLITAN SUNDAY NEWSPAPERS, INC.

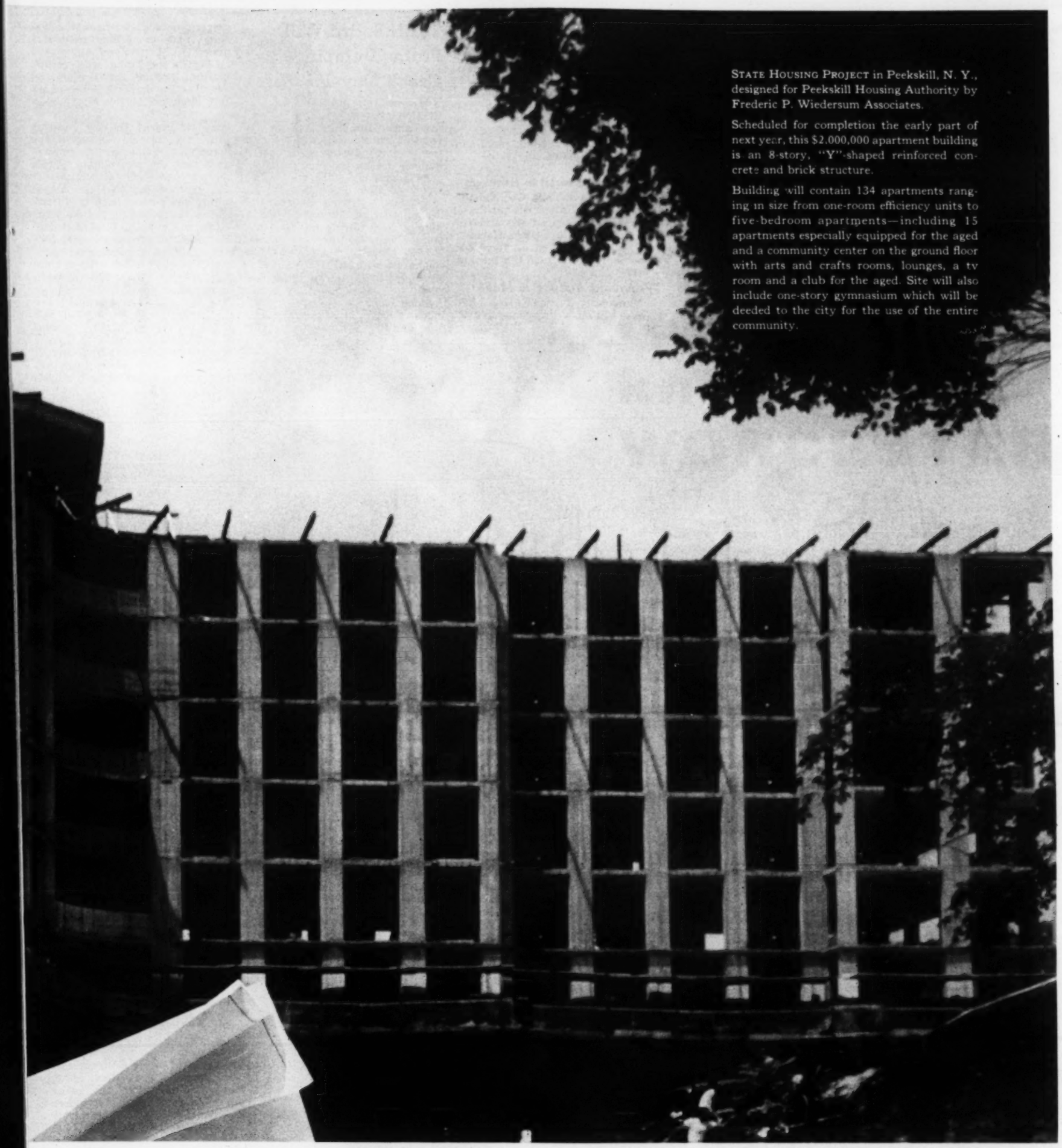
Sales Offices: 260 Madison Avenue, New York 16, N. Y., MUrray Hill 9-8200 • **Chicago 11,** 1710 Tribune Tower • **Detroit 2,** New Center Building • **Los Angeles 5,** 3460 Wilshire Boulevard • **San Francisco 4,** 155 Montgomery Street

MODERN, PROGRESSIVE, INFORMED, SUCCESSFUL...

That's Norman J. Wiedersum, *partner in the architectural-engineering firm of Frederic P. Wiedersum Associates of New York, New Jersey, District of Columbia and Florida.*

Modern design calls for modern ideas—for men who can shape construction plans to the new needs created by today's new way of living, men who can look at more than six acres of slums on the lower East side of New York and dream them into the kind of housing development that is changing the face of the city . . . or come up with a "library-in-the-round" to serve a community's reading needs efficiently in limited space. Men, in short, like Mr. Wiedersum, whose firm is responsible for designs for modern buildings whose cost totals well over $100,000,000 a year.

Largest firm in the country in the field of design for education, Wiedersum Associates has been responsible for many unique structures in a variety of fields, including the 200-room Roosevelt Raceway Inn; a $4,000,000 country club community on 7,300 acres near Lake Wales, Florida; Sperry Gyroscope Company's (a Division of Sperry Rand Corp.) MacArthur Field Test Station; Long Island's newest community swimming pool; new and remodelled bank



STATE HOUSING PROJECT in Peekskill, N. Y., designed for Peekskill Housing Authority by Frederic P. Wiedersum Associates.

Scheduled for completion the early part of next year, this $2,000,000 apartment building is an 8-story, "Y"-shaped reinforced concrete and brick structure.

Building will contain 134 apartments ranging in size from one-room efficiency units to five-bedroom apartments—including 15 apartments especially equipped for the aged and a community center on the ground floor with arts and crafts rooms, lounges, a tv room and a club for the aged. Site will also include one-story gymnasium which will be deeded to the city for the use of the entire community.

buildings—and numerous modern public elementary and high schools in the East.

Men like Norman Wiedersum—the architects, engineers, owners and contractors whose ideas are transforming the face of America—have to keep abreast of new developments in all phases of construction. These are the men who turn each week—as part of their jobs—to Engineering News-Record for the latest news and information on the materials, machinery, money and manpower they need in their work. These are the men you sell when you advertise in Engineering News-Record.

Read weekly by all the men who wear construction's hard hat:

Engineers • Architects
Contractors • Owners

ENGINEERING NEWS-RECORD

HAVE YOU SEEN ENR's NEW FILM UNDER THE HARD HAT? IF NOT, ASK AN ENR REPRESENTATIVE FOR A SHOWING. ALL YOUR SALES AND ADVERTISING MEN WILL FIND IT INTERESTING AND INFORMATIVE.

A McGRAW-HILL PUBLICATION
330 WEST 42ND STREET, N.Y. 36, N.Y.

Portable Electric to Nahser

Portable Electric Tools, Chicago, has appointed Frank C. Nahser Inc., Chicago, to handle its advertising. The account bills upward of $200,000. Gordon & Hempstead, Chicago, is the former agency.

Chippewa Springs to Kerker

Chippewa Springs Co., Chippewa Falls, Wis., producer of bottled water and other beverages, has appointed Kerker-Peterson, Minneapolis, to handle its advertising.

Consult THE MIDWEST'S
FASTEST GROWING PRINTING HOUSE FOR

- Creative art work
- Fine color offset lithography
- Quality letterpress printing
- Four-color separations
- Publications "know-how"
- Complete mailing service
- Mats, stereos and electros
- Complete bindery

AND NOW High Speed Four-Color Web Offset

Write, Wire, Phone

Nebraska Farmer Company

Out of the "high-rent" district at

1420 P STREET LINCOLN, NEBRASKA

'Building Trends' Offers State Insert Program

A state insert program, offering circulation to insert advertisers on a state-by-state basis, is now being offered by *Building Trends*, Kansas City. Insert costs start at $145 per state—on a onetime basis for a one side 8½x11" insert—and go to $445 for the five "maximum circulation" states.

Merchants Biscuit to Hartman

Merchants Biscuit Co., Omaha, a division of United Biscuit Co. of America, has placed its advertising account with George Hartman Co., Chicago. Allen & Reynolds, Omaha, formerly held the account.

Vanguard Agency to Move

Vanguard Advertising, New York, will move its offices to 2 W. 45th St., July 25.

Tariff Board Will Probe 'Dumping' of Czech Bicycles Here

WASHINGTON, July 19—The Tariff Commission promised to look into the "dumping" of bicycles from Czechoslovakia last week, as the bicycle industry reported that imports are on the rise again.

At a meeting with the Department of Commerce, government and industry officials reported that the number of imported bicycles jumped 32% during the first five months of 1960. Imports totaled 252,765 bicycles worth $4,549,569, compared with 190,773 valued at $3,637,086 in the same period last year.

Since 1955, the domestic bicycle industry has enjoyed tariff protection under a Presidential action suspending concessions which had been made to foreign producers under GATT (General Agreement on Tariffs and Trade) agreements. At the time of the Presidential tariff action imports represented 38% to 40% of bicycle sales here.

■ In its report on the meeting with the bicycle industry the Commerce Department emphasized that the five-month figures are not necessarily conclusive. It also pointed out that the major selling season has been traditionally in the second half of the year.

In terms of units, West Germany continued to outpace all other foreign suppliers, accounting for nearly a third of all imports. Its volume was up more than 28% in both units and dollars.

United Kingdom remained the top dollar-earner in bicycles, but continued to lag slightly behind West Germany in units. U.K. unit sales were up nearly 10% in the first five months of the year, but dollar earnings were up only slightly over 2%.

■ Japan appeared as a major contender for the first time, with nearly 27,700 units in the five months, compared with about 85,000 for Germany and 63,300 for the United Kingdom. Average value of Japanese bikes was $18.80, compared with $22.40 for the average United Kingdom bike, and only $15.80 for the average West German bike.

The Czechs, who are to be investigated by the Tariff Commission, are also newcomers in the bicycle competition. Their shipments totaled 16,128 units compared with only 6,208 in the same period in 1959. With Czech machines valued at only $11.50, the Tariff Commission investigation will determine whether they are being sold here below their fair value, in violation of the "anti-dumping" law. #

Music? Make mine Cha-Cha-Cha . . . TCHAIKOVSKY!

As long as people are human they will continue to change their minds, their interests, their needs and tastes. And from this gem of wisdom we've arrived at the conclusion that the radio station that stays in tune with the times is bound to get the lion's share of the listeners' time. Right now there is a keen desire for enlightenment. In keeping pace with this trend, WJR emphasizes enlightening programs. The audience response has been overwhelming.

For example: a large group of housewives formed the "Don't Call Between 10 A.M. and 11 A.M." Club. That's when WJR's "Adventures in Good Music" is on the air. Cha-Cha-Cha-inclined listeners have not been abandoned, but good music and its equivalent in informative programs are receiving more and more time. Our listeners demand a finer grade of entertainment and they get it. We never could buy that ridiculous "12-year-old mentality" bit. If you don't either, call your Henry I. Christal representative and see what WJR . . . the station that's in tune with the times . . . can do for you in this enlightened area.

WJR DETROIT
760 KC 50,000 WATTS
RADIO WITH ADULT APPEAL

Fine Arts programming is a part of complete range programming—something for everyone.

Smith/Greenland Names Two; Regains Weldon Account

Smith/Greenland Co., New York, has appointed Louis Landesman, formerly general manager of Lewis Advertising Agency, Newark, to its account service department and Paul Nemesure, formerly with *Look*, to its art staff.

Weldon Farms Inc., New York, maker of Alba non-fat dry milk and Albacal, a powdered food concentrate for weight control, has reappointed Smith/Greenland to handle its advertising. The account moved last year from Smith/Greenland to Weightman Inc., Philadelphia.

Money Pledged by Hotel Men to Lure Visitors to Chicago

Representatives of 15 Chicago Loop area hotels have pledged a total of $180,000 toward creation of a Visitors Bureau if Mayor Richard Daley obtains the participation of other business men. The proposal, presented to the mayor three months ago, is expected to get favorable consideration from City Hall. Subsequently, a committee will be named to plan a program and, perhaps, choose an agency.

Boat Show Names Connelly

Northwest Marine Industries, Seattle, has named Connelly Associates, Seattle, to handle the $40,000 promotion account for the 1961 National Boat Exposition in Seattle, Nov. 27 to Dec. 6. Connelly also handled the show account last year.

Gilman Names Monk

Gilman Engineering & Mfg. Co., Janesville, Wis., a subsidiary of Parker Pen Co., maker of assembly machinery, has named Howard H. Monk & Associates, Rockford, Ill., as its agency.

The Moloney, Regan and Schmitt representative knows WORCESTER

Moloney, Regan and Schmitt's association with the Worcester Telegram-Gazette goes back to 1920. We are proud, not only of this long connection but also of each representative's qualifications to answer your questions about Worcester.

We are proud, too, that Worcester (43rd in population, 40th in E.B.I . . . and one of America's important BILLION DOLLAR Counties) ranks among the "TOP 50" Markets. In terms of its almost 600,000 people, who have the money and are ready to buy, Worcester represents big and important business to you. By all means, look at our coordinated, dividend paying, merchandising program which is waiting for you.

Circulation: Daily 155,015 — Sunday 103,332.

WORCESTER MARKET – The home of twelve colleges and universities, the finest Art Museum of its size in the nation, and the 101 year old Music Festival — "a week of the world's finest music".

WORCESTER TELEGRAM

The Evening Gazette

SUNDAY TELEGRAM

Owners of Radio Stations WTAG and WTAG-FM

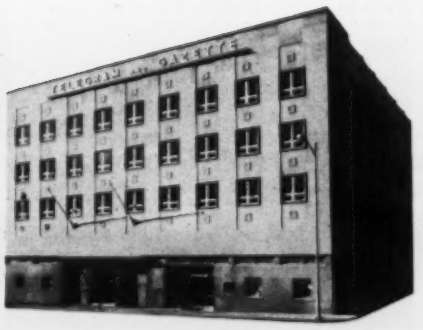
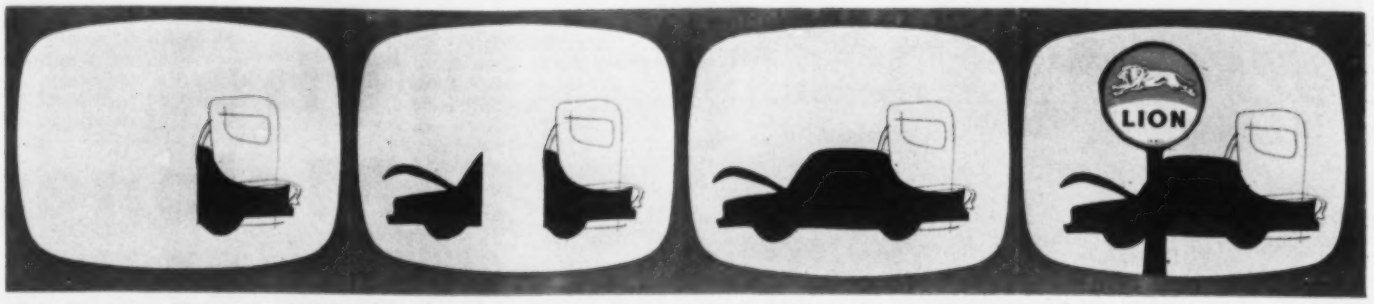


PHOTO REVIEW OF THE WEEK



LOOSE SELL—*Lion Oil Co., El Dorado, Ark., is using a series of 20-second tv spots in eight southern states, employing what it calls a "loose" animation technique combining paper sculpture and drawings. The frames above show how the technique operates. As announcer's voice says: "If you're looking for service at the back of your car . . . at the front of your car . . . and everywhere between," a silhouette of the car in paper sculpture appears around the drawing of the gas pump, one-third at a time. Twelve 20-second spots have been produced by this method "at a fraction of the cost of ordinary techniques," the company says. Other spots promote clean rest rooms, Lion gasolines and motor oils, lubrication, credit cards, etc. French Advertising, St. Louis, is the agency.*

Talbott Mueller Chalk Harper

GOOD FELLOWS—*National Business Publications hosted a reception honoring Secretary of Commerce Frederick H. Mueller in connection with its Circus Saints and Sinners luncheon in Washington. Here with the honored guest are Robert E. Harper, NBP president; Philip M. Talbott, exec vp, Woodward & Lothrop, and O. Roy Chalk, president, DC Transit System Inc.*

SUMMER DIVERSION—*Robert H. Blattner, art director of Reader's Digest and president-elect of the Art Directors Club of New York, issues a bench warrant for Arthur Hawkins, citing him as "The Barney Baruch of the Art Directors Club." With the warrant went a bona-fide, shiny new park bench to grace the Hawkins homestead in Leonia, N.J. Mr. Hawkins, an independent designer, is chairman of the club's advisory committee.*

AT BAT FOR THE CLIENT—*Campbell-Mithun's softball team, the C-M Tigers, seeks to bring glory to the clients as well as the agency this year. Each member of the team wears an embroidered shoulder patch depicting the client logos. One of the agency's newest clients is added to the roster as Ray Mithun, board chairman, sews Pacific Gamble Robinson's Snoboy logo on team captain Bob Anderson's sleeve. The Tigers play in the Minneapolis Advertising-Broadcasting League, and are currently tied for first place.*

GIT ALONG, DOGGIE—*Cowgirl Carrol Ann Steger calls attention to July as National Hot Dog Month in this publicity picture sent out by the National Hot Dog Council.*

Of the top ten markets in the U.S., nine are cities but <u>one</u> is a state! Iowa, with a population of 2,747,300 ranks after New York, Chicago, Philadelphia, Detroit, Los Angeles and Boston. The unique circulation of the Des Moines Register and Tribune puts Iowa in the top ten — it reaches nearly 70% of the whole state!

BBDO Adds Boston Area Pepsi Bottlers, Detroit Dodge Dealers

Five more Pepsi-Cola bottling companies in the greater Boston area have named Batten, Barton, Durstine & Osborn to handle their advertising, effective Aug. 1. BBDO, due to take over the national Pepsi account from Kenyon & Eckhardt on Aug. 1 (AA, April 11), already has been named by bottlers in New York, Pittsburgh, Detroit, Jersey City, New Brunswick and Teterboro, N. J. (AA, June 27).

BBDO also has been named to handle the Retail Selling Assn. of Dodge Dealers, the group representing the Detroit metropolitan market, effective Aug. 15. The agency earlier was named to handle both national and international advertising for the Dodge division of Chrysler Corp. (AA, March 21, et seq.).

*SWINGLES are swinging jingles that SELL! They're created exclusively for you by the Jingle Mill to move your product or win loyalty for your station.

SWINGLES are so good, 800 top advertisers and stations have bought over 10,000 of them, with a 98% re-order record.

Put this record to work for you. Write, wire or call.

THE JINGLE MILL
143 W. 51st St. N.Y. 19, N.Y. • Plaza 7-5730

Ben-Mont Names Bernstein

Ben-Mont Papers, Bennington, Vt., a subsidiary of Dow Chemical Co., has named Bo Bernstein & Co., Providence, as agency for its new Lurex wrapping bow.

60 Winners of Direct Mail Contest to Be Picked on Aug. 16

NEW YORK, July 19—More than 60 winners of prizes in the Direct Mail Advertising Assn.'s 1960 direct mail leaders contest will be selected here on Aug. 16.

These winners in various categories, plus the winner of the Gold Mailbox, emblematic of the best of all entries, will be announced publicly during DMAA's 43rd annual convention to be held Oct. 9-13 in Miami Beach. The winner of the Henry Hoke Award for the "most courageous solving of a difficult problem by direct mail" will be disclosed at the same meeting.

■ The contest closes Aug. 1. Entries are being received daily in 11 different major groupings, including automobile, pharmaceutical, industrial products, consumer products, retail efforts, public service, financial, sales, communications, non-profit groups and personal promotion. #

Dwight Buys Illinois Daily

Gilbert S. Giese, owner-publisher of the 98-year-old *Intelligencer*, Edwardsville, Ill., has sold his newspaper, printing business, building, machinery and equipment, to William Dwight Sr., and his two sons, Donald and William Jr. Mr. Dwight Sr. is publisher of the *Recorder-Gazette*, Greenfield, Mass., and a director of the *Raleigh News Observer*. Oscar Ochs, general manager of the *Intelligencer*, will become its new publisher.

Guilloton Joins Norwich

Alain V. Guilloton, formerly account executive with the international division of L. W. Frohlich & Co., has been appointed advertising manager of the international division of Norwich Pharmacal Co., Norwich, N. Y. He succeeds W. Roger Cooper, now with Norwich's veterinary division.

Kimberly Knitwear to Rockmore

Kimberly Knitwear Inc., New York, manufacturer of knit dresses, has appointed Rockmore Co., New York, to handle advertising. The account was handled previously by Harriet Romain Advertising.

Nielsen Network TV

Two Weeks Ending June 19, 1960

Copyright by A. C. Nielsen Co.

Nielsen Total Audience*

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	16,724
2	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	14,871
3	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	14,057
4	Red Skelton Show (S. C. Johnson, Pet Milk, CBS)	13,470
5	77 Sunset Strip (Several sponsors, ABC)	13,244
6	Ed Sullivan Show (Colgate-Palmolive, Eastman Kodak, CBS)	12,475
7	Danny Thomas Show (General Foods, CBS)	11,707
8	The Untouchables (Participating, ABC)	11,526
9	I've Got a Secret (R. J. Reynolds, Bristol-Myers, CBS)	11,526
10	Tennessee Ernie Ford Show (Ford, NBC)	11,164

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	37.4
2	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	33.4
3	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	31.5
4	Red Skelton Show (S. C. Johnson, Pet Milk, CBS)	30.3
5	77 Sunset Strip (Several sponsors, ABC)	30.3
6	Ed Sullivan (Colgate-Palmolive, Eastman Kodak, CBS)	28.1
7	The Untouchables (Participating, ABC)	26.7
8	Danny Thomas Show (General Foods, CBS)	26.5
9	I've Got a Secret (R. J. Reynolds, Bristol-Myers, CBS)	25.8
10	Tennessee Ernie Ford Show (Ford, NBC)	25.2

Nielsen Average Audience**

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	15,684
2	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	12,882
3	Red Skelton Show (S. C. Johnson, Pet Milk, CBS)	12,114
4	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	11,481
5	Danny Thomas Show (General Foods, CBS)	10,667
6	77 Sunset Strip (Several sponsors, ABC)	10,486
7	I've Got a Secret (R. J. Reynolds, Bristol-Myers, CBS)	10,441
8	Garry Moore Show—10 p.m. (Participating, CBS)	10,260
9	Tennessee Ernie Ford Show (Ford, NBC)	10,080
10	Price Is Right—8:30 p.m. (Lever Bros., Speidel, NBC)	10,034

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	35.1
2	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	28.8
3	Red Skelton Show (S. C. Johnson, Pet Milk, CBS)	27.2
4	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	25.8
5	Danny Thomas Show (General Foods, CBS)	24.1
6	77 Sunset Strip (Several sponsors, ABC)	24.0
7	I've Got a Secret (R. J. Reynolds, Bristol-Myers, CBS)	23.3
8	Garry Moore Show—10 p.m. (Participating, CBS)	23.1
9	Price Is Right—8:30 p.m. (Lever Bros., Speidel, NBC)	22.9
10	Tennessee Ernie Ford Show (Ford, NBC)	22.8

* Homes reached by all or any part of the program, except for homes viewing only one to five minutes.

**Homes reached during the average minute of the program.

† Percented ratings are based on tv homes within reach of station facilities used by each program.

You buy *Prestige* in the Chattanooga Daily Times

Sometimes it's a lonely task, reporting cultural events here in the Tri-State area. But we believe it's important to keep our readers in these 40 counties of Tennessee, Georgia and Alabama well informed. What's more important, they think so, too.

What kind of people are these readers? People who have the need to hear operas and great symphonies. People who are inclined to read good books, view fine art and enjoy the theater. People who have the time to do these things.

And the money.

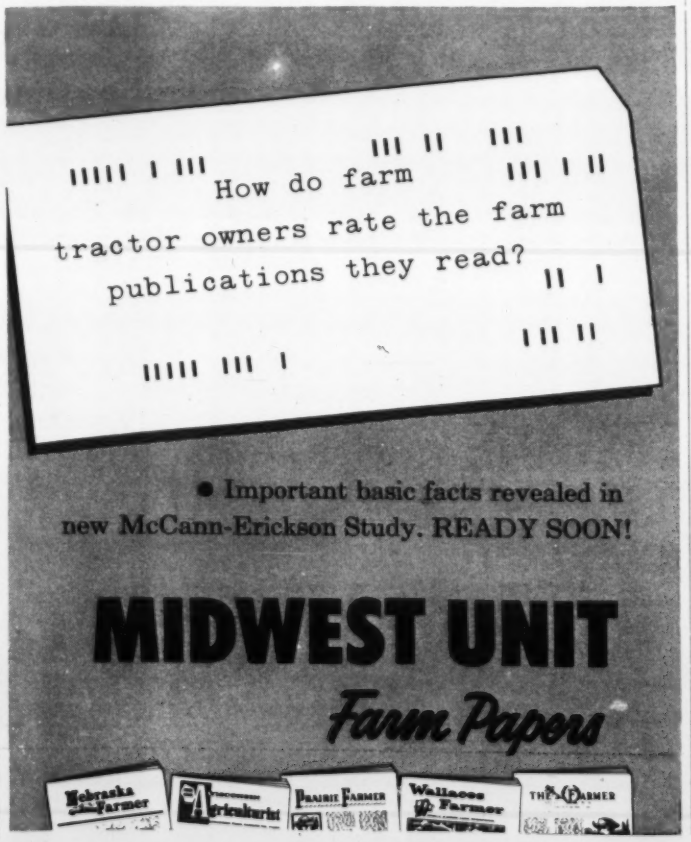
Real buying strength is concentrated in the Tri-State area: total effective buying income reported last year was nearly $1.4 billion—greater than all of Nevada and Wyoming combined!

Here's a growing, consuming community . . . a quality market where families with buying power look to the Times to serve all their cultural, news and marketing requirements. Your advertising in it can serve them, too.

FASTEST WAY TO PROMPT TRI-STATE BUYING ACTION

Chattanooga Daily Times

Represented by Cresmer & Woodward, Inc. and Shannon & Associates, Inc.



DDB Appoints Four

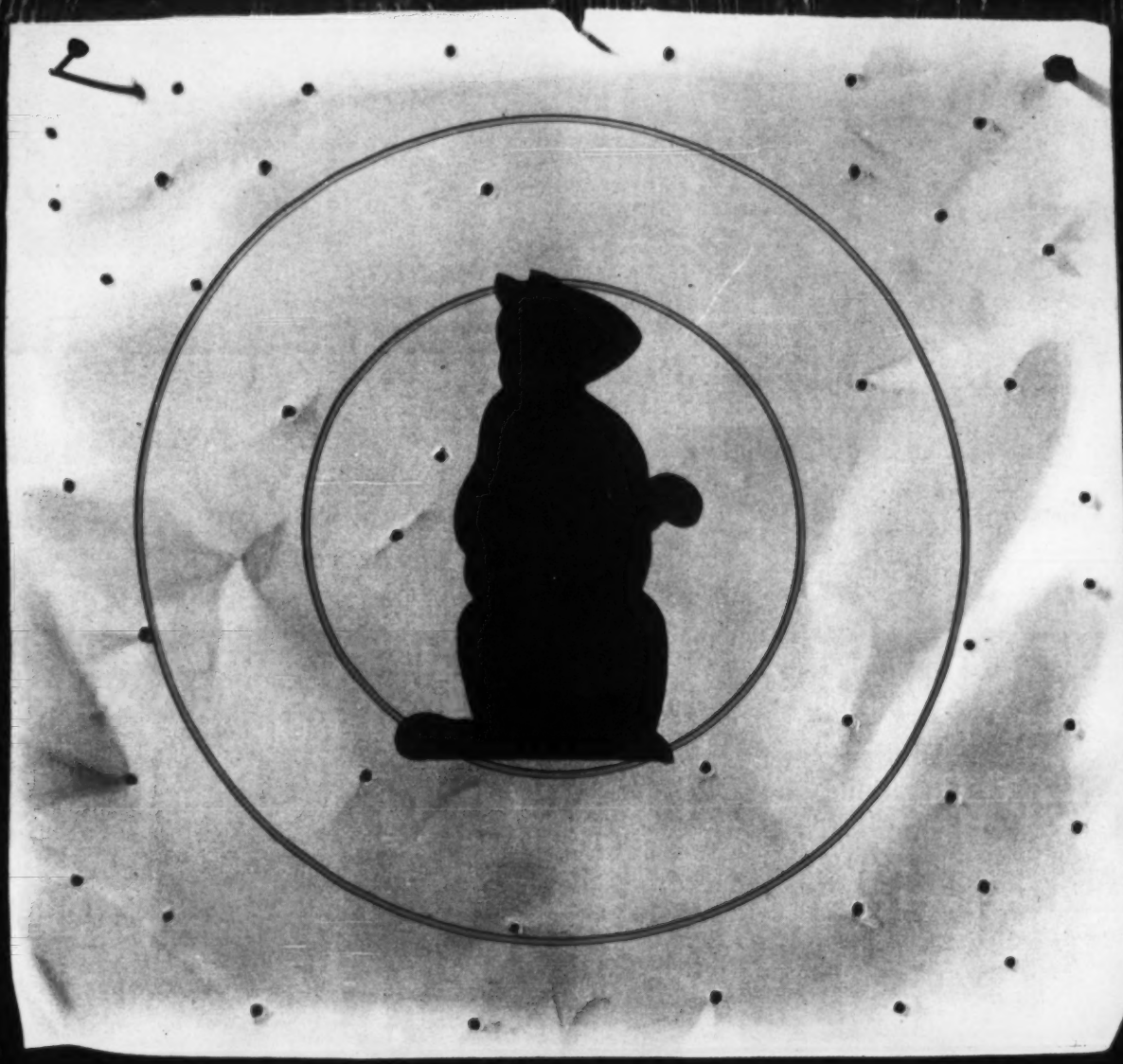
Gene Hill, formerly in the copy department of J. Walter Thompson Co., and Suzanne Brock, formerly copy editor of *Glamour*, have joined the copy staff of Doyle Dane Bernbach, New York. The agency also has reappointed William R. Graydon, formerly copy chief of the Martin Klitten agency, to its copy staff in Los Angeles. Edmund Jung has been transferred from New York to the Los Angeles art department.

Two Join Ogilvy, Benson

Thomas M. Vincent, formerly a product manager at Colgate-Palmolive Co., has joined Ogilvy, Benson & Mather, New York, as an account executive on the Pepperidge Farm account. Betty Mandeville McGarrett has joined Ogilvy, Benson's broadcast department. She worked for Hanted Inc., tv packager, until the company was dissolved early this year.

Drake Joins Cahners

Lawrence Drake has been appointed director of new publication development of Cahners Publishing Co., Boston. Mr. Drake formerly was editor of *Chain Store Age* for 14 years.



WHY OVERSPEND ON SCATTER-SHOT MEDIA...

when you can pinpoint your Leisure-Time market—3,200,000 known spenders —at a fraction of the cost with the Big Three Sportsmen's Magazines?

Your salesmen call on their best prospects first. Why not your advertising?

SPORTS AFIELD • OUTDOOR LIFE • FIELD & STREAM

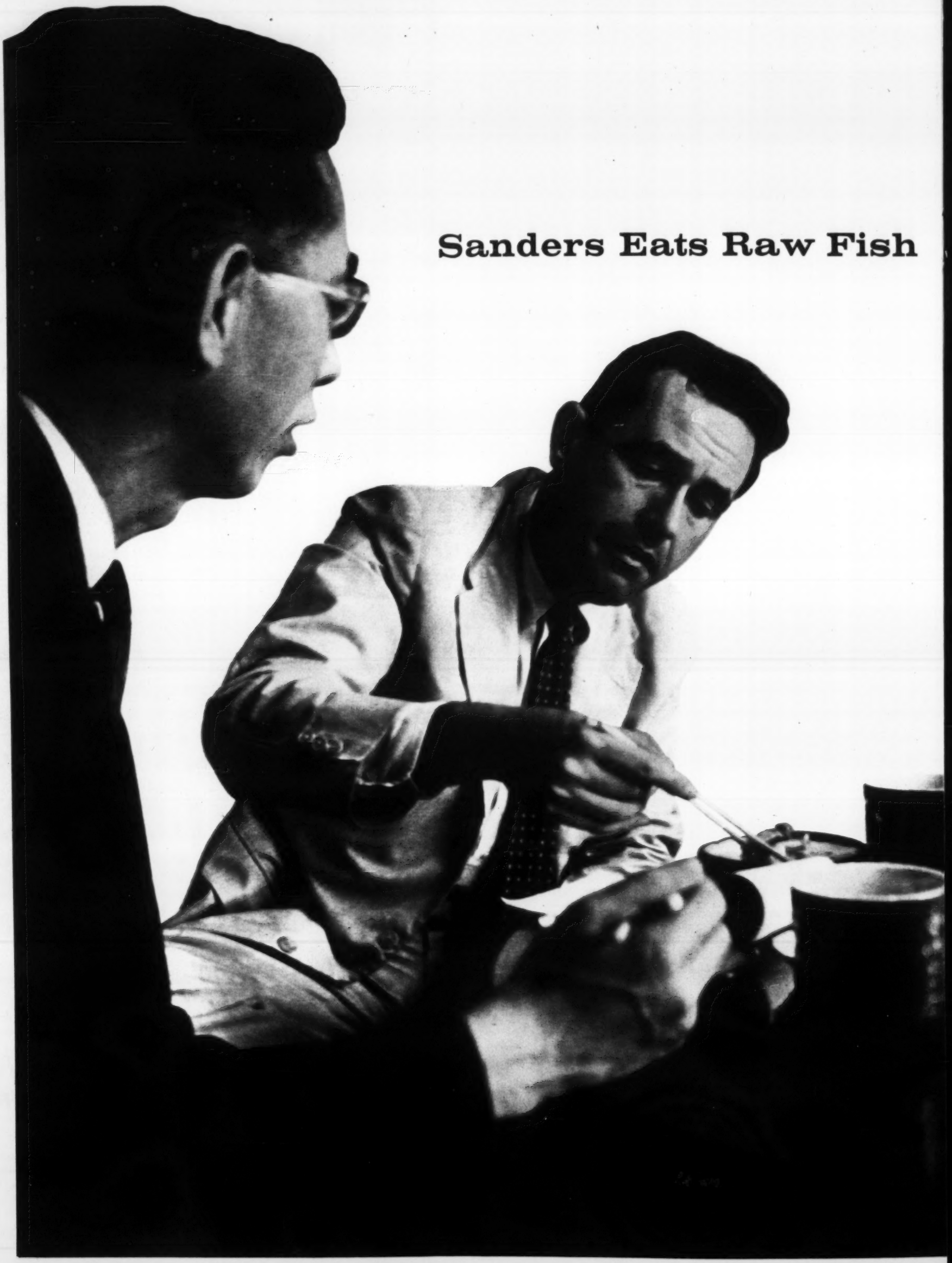
UP 211% **LARGEST CIRCULATION GAIN OF ANY MAGAZINE FIELD IN THE LAST 15 YEARS!**

SPORTS AFIELD

A HEARST KEY MAGAZINE • 959 EIGHTH AVENUE • NEW YORK 19, N. Y.

1st Quarter Circulation
Over 1,100,000*
Highest in History!
*Publisher's Estimate

Sanders Eats Raw Fish



. . . Smiles . . . and Gets His Story

For a man without the experience of McGraw-Hill Bureau Chief Sol Sanders, Tokyo duty would literally be hard to swallow at times. Take, for example, his assignment to get figures on Japanese transistor radio shipments to the U.S.

The story was hush-hush. Manufacturers were afraid it would start tariff talk. Where to begin?

Sol did what any veteran reporter would. He called a friend in the newspaper business: a staff member of the *Oriental Economist.* But in Tokyo you don't necessarily conduct business by phone. First comes lunch . . .

A traditional dish—raw fish—was nothing new to Sol. He swallowed, smiled—and got a lead that soon gave McGraw-Hill readers the inside story on Japanese transistor radios.

Sol takes his Tokyo assignment seriously, counts many close friends among his Japanese contacts. He has found that friendship and courtesy can break down communication barriers, help him keep on top of vital business news.

Result: if there's a Japanese news break this afternoon, McGraw-Hill editors will know it tonight—and readers will get the names, dates and dollars involved in the next issue.

Sol is typical of the men the McGraw-Hill World News Service puts in key spots: seasoned veterans at getting business news. There are 203 World News correspondents overseas who get the whole story—and so do our readers. This is one of the reasons why more than one million key businessmen pay to read McGraw-Hill publications.

McGraw-Hill
PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42nd STREET, NEW YORK 36, N. Y.

Carey Leaves LaRoche

Len Carey has resigned as exec vp of C. J. LaRoche & Co., New York, and said he will announce his plans in the next few weeks. Mr. Carey joined the agency Jan. 1 after 14 years with Batten, Barton, Durstine & Osborn.

Chambers, Wiswell Boosts Hall

Robert D. Hall Jr. has been named vp of technical products marketing of Chambers, Wiswell, Shattuck, Clifford & McMillan, Boston. Mr. Hall, with the agency four years, formerly was director of technical products marketing.

Weddell Joins Westminster

Richard Weddell, previously promotion manager of the Red Seal record division of RCA Victor, has been named advertising manager of Westminster Recording Co., New York, replacing Norman Golding, who resigned.

Coming Conventions

*Indicates first listing in this column.

July 24-Aug. 5. Advertising Federation of America, second annual management seminar in advertising and marketing, Harvard Business School, Cambridge, Mass.

Aug. 2-5. Third annual Advertising Age Creative Workshop, Palmer House, Chicago.

Aug. 12-13. Arkansas Broadcasters Assn., Hotel Marion, Little Rock.

Aug. 26-27. Oklahoma Broadcasters Assn., Western Hills Lodge, Wagoner.

Sept. 2-4. West Virginia Broadcasters Assn., annual fall meeting, The Greenbrier, White Sulphur Springs, W. Va.

Sept. 8-9. National Business Publications, New York regional conference, Hotel Roosevelt.

Sept. 9-11. Iowa Daily Press Assn., 26th annual meeting, Des Moines.

Sept. 13. Premium Advertising Assn. of America conference, in conjunction with the New York premium show (Sept. 12-15), Hotel Astor, New York.

Sept. 14-16. Newspaper Advertising Managers' Assn. of Eastern Canada, annual convention, Mount Royal Hotel, Montreal.

Sept. 15-16. Region 5, Public Utilities Advertising Assn., Tampa Terrace Hotel, Tampa, Fla.

Sept. 16-19. Mail Advertising Service Assn., annual convention, Sheraton Cadillac Hotel, Detroit.

*Sept. 20. Magazine Publishers Assn., annual fall conference, Hotel Pierre, New York.

Sept. 21-23. Life Advertisers Assn., annual meeting, Essex House, New York.

Sept. 22-24. Advertising Federation of America, 10th District, Little Rock, Ark.

Sept. 28. Assn. of National Advertisers, Workshop on Advertising Management, Ambassador Hotel, Chicago.

*Sept. 29-30. Assn. of National Advertisers, advertising management seminar, Ambassador Hotel, Chicago.

Oct. 2-4. Advertising Federation of America, 7th District, Chattanooga, Tenn.

Oct. 3-4. New England Newspaper Advertising Executives Assn., annual meeting, Parker House, Boston.

Oct. 4-5. Advertising Research Foundation, 6th annual conference, Hotel Commodore, New York.

Oct. 9-13. Direct Mail Advertising Assn., 43rd annual convention, Americana Hotel, Bal Harbour, Fla.

Oct. 10-11. National Business Publications, Chicago regional conference, Ambassador East Hotel.

Oct. 12-15. Affiliated Advertising Agencies Network, annual meeting, Mountain Shadows Resort, Phoenix.

Oct. 12-15. National Newspaper Promotion Assn., Southern Regional Workshop, Phoenix Hotel, Lexington, Ky.

Oct. 13-14. American Assn. of Advertising Agencies, central region annual meeting, Ambassador West Hotel, Chicago.

Oct. 13-15. Pennsylvania Newspaper Publishers' Assn., annual convention, Penn Harris Hotel, Harrisburg.

Oct. 14-16. Midwest Intercity Conference of Women's Advertising Clubs, Sheraton Towers, Chicago.

Oct. 16-17. Texas Assn. of Broadcasters, fall convention, Sheraton-Dallas Hotel, Dallas.

Oct. 16-18. Inland Daily Press Assn., annual meeting, Drake Hotel, Chicago.

Oct. 16-19. American Assn. of Advertising Agencies, western region annual convention, Hotel del Coronado, Coronado, Cal.

Oct. 17-18. 32nd annual Boston Conference on Distribution, Hotel Statler Hilton, Boston.

Oct. 17-18. Agricultural Publishers Assn., annual convention, Advertising Club of New York and Hotel Biltmore.

Oct. 18-21. National Assn. of Educational Broadcasters, annual convention, Jack Tarr Hotel, San Francisco.

Oct. 19-21. Audit Bureau of Circulations, annual meeting, Biltmore Hotel, New York.

Oct. 22-26. National Newspaper Promotion Assn., central regional convention, Sheraton Towers Hotel, Chicago.

Oct. 30-Nov. 3. Financial Public Relations Assn., 45th annual convention, Hotel Statler-Hilton, Boston.

Nov. 1-3. Point-of-Purchase Advertising Institute, 14th annual symposium and exhibit, New York Coliseum.

Nov. 2-3. American Assn. of Advertising Agencies, eastern region annual conference, Biltmore Hotel, New York.

Nov. 13-16. Assn. of National Advertisers, annual meeting, The Homestead, Hot Springs, Va.

Nov. 14. National Business Publications, San Francisco regional conference, Jack Tar Hotel.

Nov. 14-16. Broadcasters' Promotion Assn., annual convention, Sheraton Charles Hotel, New Orleans.

Nov. 14-16. Southern Newspaper Publishers Assn., 57th anniversary convention, Boca Raton Hotel and Club, Boca Raton, Fla.

Nov. 16-18. Television Bureau of Advertising, annual meeting, Waldorf-Astoria, New York.

Nov. 17. National Business Publications, Los Angeles regional conference, headquarters to be announced.

Nov. 30. American Assn. of Advertising Agencies, east central region annual meeting, Statler Hilton Hotel, Detroit.

*Dec. 13. Assn. of National Advertisers, workshop on "Gaining Sales Force and Trade Support for Your Promotional Program," The Plaza, New York.

March 26-30, 1961. National Business Publications, annual spring meeting, El Mirador, Palm Springs, Cal.

May 21-24, 1961. National Newspaper Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York.

June 19-21, 1961. American Marketing Assn., 44th annual conference, Ambassador Hotel, Los Angeles.

Oct. 6-9, 1961. Mail Advertising Service Assn., annual convention, Hotel Statler, New York.

DISTINCTION—*This outdoor poster design won the certificate of distinction, highest award for design, at the 1960 Virginia Architects, Designers & Photographers Exhibition held in Richmond. The poster was designed by Cargill, Wilson & Acree, Richmond, for its client, Virginia Electric & Power Co.*

Kopecki Elected Club Head

Ernest S. Kopecki, Selas Corp. of America, has been elected president of the Eastern Industrial Advertisers, Philadelphia chapter of the Assn. of Industrial Advertisers. Also elected were Frank W. White, SKF Industries, 1st vp; Earle A. Buckley, Buckley Organization, 2nd vp; Frank L. Morris, Fischer & Porter Co., secretary, and Winston Hargrave, M. Russell Berger Inc., treasurer.

Lux Names Crandall, Tighe

Lux Clock Mfg. Co., Waterbury, Conn., has appointed Eugene T. Crandall vp of marketing, industrial division, and James M. C. Tighe vp of marketing, commercial division. Mr. Crandall was previously sales manager for Lux industrial products and Mr. Tighe was formerly sales manager of Lux commercial products.

Nason Named KFRC Manager

Richard E. Nason, formerly radio sales manager of CKLW, RKO General station in Windsor, Ont., has been appointed general manager of KFRC, RKO's San Francisco station, a post vacant for some time. Mr. Nason will report to Hathaway Watson, vp in charge of broadcast operations of RKO General.

Papert, Koenig Names Murphy

Papert, Koenig, New York, has named William A. Murphy, formerly media director of W. B. Doner Co., Baltimore, director of media and research.

These Successful Advertisers Put Their Money On ROUNSAVILLE RADIO

The 82 successful advertisers listed below *know* what they want, and more important, *how to get it!* That's why they consistently place their money on Rounsaville Radio. Their success reflects Rounsaville Radio's tremendous recognition among the Negro population of six metropolitan markets—a vast consumer group of 1,433,915 Negroes with an annual income of $824,000,000—AFTER TAXES! These advertisers were quick to recognize the fact that no other medium effectively reaches this big, rich market. Rounsaville Radio is indeed proud to have been a part of the growth and continuing success of these distinguished names.

American Snuff Company
Bull-of-the-Woods Chewing Tobacco
Favorite Chewing Tobacco
Garrett Sweet Snuff
Hot Shot Insecticide
American Tobacco Co.
Lucky Strike Cigarettes
Pall Mall Cigarettes
Riviera Cigarettes
Anheuser-Busch, Inc.
Budweiser Beer
Busch-Bavarian Beer
Delta Syrup
Regal Beer
American Beauty Hams
Arrid
Ballantine Beer
BC Headache Remedy
Black Draught
Bleach & Glow Skin Cream
Bristol-Myers Company
Mum
Trig
Burger Beer
Carling Black Label Beer
Carnation Milk
Clabber Girl Baking Powder
Delmonico Foods
Dixie Peach Skin Cream
Falls City Beer
Falstaff Beer
Folger Coffee
Ford Automobiles
Frank Tea & Spice Company
E. & J. Gallo Winery
Eden Roc Wine
Gypsy Rose Wine
Thunderbird Wine
Gibson Wine Company
Gillette Safety Razors
Hellmann's Mayonnaise
Holsum Bread
Honey Krust Bread
Hoyt's Cologne
Hudepohl Beer
Interstate Bakeries
Butternut Bread
Italian Swiss Colony Wines
Arriba Wine
Golden Spur Wine
Italian Swiss Colony Wine
Jax Beer
Koolaid
Liggett & Myers Tobacco Company
L&M Cigarettes
Duke Cigarettes
Lipton Tea
Long-Aid for the Hair
Lydia Pinkham
Manischewitz Wine
Melody Hill Wine
Miller High Life Beer
Modess
Nadinola Skin Cream
Nature's Remedy
Oertel's '92 Beer
Oklahoma Oil Company
Gaseteria Stations
Palmer's Skin Success
Pet Milk
Pharmaco, Inc.
Artra Skin Tone Cream
Feenamint
Real Kill
R. J. Reynolds Tobacco Company
Camel Cigarettes
Winston Cigarettes
Riceland Rice
Roma Wine
Roman Bleach
Rosie O'Grady Wine
Royal Crown Cola
Royal Crown Hairdressing
Schlitz Beer
Scott's Emulsion
Sealtest Dairies
Silver Bar Beer
Sinclair Refining Co.
666 Cold Remedy
Society of the Plastic Industry
Southern Bell Telephone & Telegraph Company
Southern Star Meats
SSS Tonic
Starlac
STP Magic Oil
Sulfur 8
Swamp Root
Tetley Tea
Texaco
Tip Top Bread
Tropical Beer
Varallo Chili
Vaseline Petroleum Jelly
Viceroy Cigarettes
Wiedemann Beer
Wild Irish Rose Wine
Wonder Bread
William Wrigley Company
Doublemint Gum
Spearmint Gum
Yodora

FIRST U. S. NEGRO-PROGRAMMED CHAIN
FIRST IN RATING IN SIX BIG MARKETS

WCIN 1,000 Watts (5,000 Watts soon)—Cincinnati's Only all Negro-Programmed Station!

WLOU 5,000 Watts—Louisville's only all Negro-Programmed Station!

WMBM 5,000 Watts — Miami-Miami Beach's only full time Negro-Programmed Station!

WVOL 5,000 Watts— Nashville's only all Negro-Programmed Station!

WYLD 1,000 Watts — New Orleans' only full time Negro-Programmed Station!

WTMP 5,000 Watts — Tampa-St. Petersburg's only all Negro-Programmed Station!

BUY ONE OR ALL—DISCOUNTS WITH TWO OR MORE!

ROUNSAVILLE RADIO STATIONS

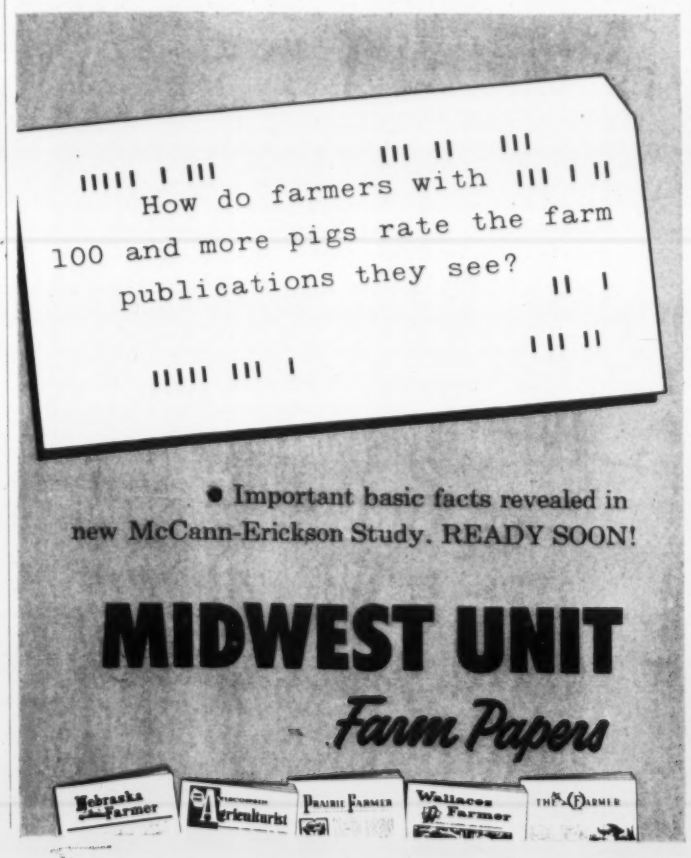
Peachtree at Mathieson, Atlanta 5, Georgia

ROBERT W. ROUNSAVILLE
Owner-President

JOHN E. PEARSON CO.
Nat'l Rep.

HAROLD F. WALKER
V.P. & Nat'l Sales Mgr.

DORA-CLAYTON
Southeastern Rep.



IT'S **BACON'S** for **COMPLETE COVERAGE** of **MAGAZINES!**

● There's only one way to get **complete** and **reliable** clipping coverage of magazines. BACON'S is the specialist in magazines. 25 years experience has built a complete list and unmatched methods for clipping accuracy. BACON'S is a must!
Ask for Bulletin 59

BACON'S CLIPPING BUREAU
14 E. Jackson Blvd.
Chicago 4, Illinois
WAbash 2-8419

OUR READING LIST Published as complete publicity directory. BACON'S PUBLICITY CHECKER —now with quarterly revisions. 100% accurate. 352 p.p. —$25.00. Send for your copy today!

WELL, THAT'S WIN, PLACE & SHOW BUSINESS!

	3 Network Share of Audience*
ABC-TV	**38.7**
NET Y	**33.7**
NET Z	**27.6**

The first report in July is in—and so is ABC! Our 15% lead over Net Y and 41% lead over Net Z is the biggest in a season of wins. ABC is in first place on five nights, in second on two, and never in third. Quite a "track record". Advertisers finish in the money, too, when they pick ABC-TV.

*Source: Nielsen 24 Market TV Report, average audience, week ending July 3, 1960, 7 nights 8:00—10:30 PM. Mon. through Sun.

ABC TELEVISION abc

Southern Farmers Set Big Tables

Nielsen "C & D" counties* in the 16 Southern states buy more food than any other "C & D" region . . . about as much as the "A & B" counties of the West! In 1958, the "C & D" South spent over $6 BILLION in retail food stores—an amazing 47% of the South's total. The percentages are equally impressive in other basic trade categories, such as drug stores, automobiles and gasoline stations.

What's more—as every researcher knows—these "C & D" sales figures are actually on the *conservative* side. Every year the increasing mobility of Southern rural families brings more and more business to big stores in "A & B" counties.

In terms of households, the South is even more unique. Unlike other regions, most Southern households are in "C & D" counties. And that's where The Progressive Farmer comes in—strong! It delivers the "C & D" South as no other single medium can . . . adds *over 2½ MILLION unduplicated readers* to the combination of Life, Look and The Saturday Evening Post!

Don't miss out on this big, rich Southern market. Let The Progressive Farmer put you in touch with 1,400,000 loyal subscriber families . . . more than 5,700,000 readers in the 16 Southern states.

*Nielsen "C&D" counties are counties with less than 100,000 population. "A&B" counties have more than 100,000 population.

The South Subscribes to

THE PROGRESSIVE FARMER

Advertising Offices: BIRMINGHAM • RALEIGH • MEMPHIS • DALLAS
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

July Pages and Linage in Farm Publications

Current Figures for U. S. and Canadian Publications Reporting to Advertising Age

KEY: (mon)-monthly; (sm)-semi-monthly; (bm)-bi-monthly; (bw)-bi-weekly; (w)-weekly; (d)-daily; (q)-quarterly.

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	July 1960	July 1959	Jan.-July 1960	Jan.-July 1959	July 1960	July 1959	Jan.-July 1960	Jan.-July 1959	July 1960	July 1959
General Farm Publications										
§American Agriculturist (sm)	20.1	23.8	212.8	219.5	14,612	17,294	154,920	158,944	12,660	15,281
§Arizona Farmer-Ranchman (bw)	54.2	59.8	403.8	401.1	41,023	45,278	305,281	303,275	40,370	44,679
Arkansas Farmer: (mon)										
#Delta Edition	15.3	17.7	143.1	135.8	11,595	13,364	108,221	102,652	11,386	13,053
#Western Edition	12.1	17.4	124.9	133.4	9,180	13,155	94,389	100,828	8,971	12,864
Average 2 Editions	13.7	17.5	134.0	134.6	10,388	13,259	101,305	101,739	10,178	12,958
†Business Farming (mon)	23.8	22.9	245.7	239.8	10,716	10,336	110,554	107,939	9,370	9,032
§California Farmer: (sm)										
Central Valley Edition	35.8	—	254.2	—	24,939	—	203,305	—	24,355	—
Northern Edition	40.7	44.1	283.2	273.8	28,361	32,059	227,112	231,537	27,777	31,184
Southern Edition	34.6	42.5	242.3	260.0	24,075	30,864	193,340	219,867	23,491	29,989
Average 3 Editions	37.0	43.3	259.9	266.9	25,791	31,461	207,919	225,702	25,207	30,586
Colorado Rancher & Farmer (sm)	26.3	20.3	283.7	258.1	19,900	15,373	214,721	195,277	19,053	14,540
Dakota Farmer (sm)	32.8	49.1	408.9	487.4	25,743	38,529	320,653	382,197	25,298	37,795
‡‡Electricity on the Farm (mon)	—	—	64.2	62.8	—	—	22,167	21,680	—	—
Farm & Ranch—Southern Agriculturist: (mon)										
#Southeastern Edition	20.0	19.6	242.9	259.7	8,594	8,412	104,193	111,430	7,629	7,519
#Southwestern Edition	23.2	20.8	252.5	247.1	9,935	8,904	108,309	106,007	8,919	7,898
Average 2 Editions	21.3	20.1	246.6	254.8	9,117	8,604	105,796	109,314	8,132	7,667
The Farmer (sm)	57.4	55.9	600.2	641.6	44,987	43,790	470,534	503,052	41,824	40,684
Farmer-Stockman: (mon)										
#Oklahoma Edition	25.1	22.3	233.9	218.5	19,046	16,979	177,749	158,614	17,330	15,785
#Texas Edition	21.1	15.5	225.1	189.5	16,071	11,816	171,302	134,540	14,105	10,432
Average 2 Editions	23.1	18.9	229.6	204.0	17,558	14,398	174,525	146,578	15,718	13,109
Farm Journal: (mon)										
#Central Edition	50.3	60.5	499.8	596.4	21,562	25,961	214,416	255,856	20,556	25,162
#Eastern Edition	50.3	63.5	480.3	599.4	21,561	27,248	206,051	257,143	20,555	26,449
#Southeastern Edition	39.6	54.2	371.3	590.1	16,986	23,243	159,291	253,138	15,980	22,444
#Southwestern Edition	39.8	54.2	379.3	590.1	17,057	23,243	162,725	253,138	16,051	22,444
#Western Edition	42.9	61.8	455.8	597.7	18,415	26,533	195,545	256,428	17,409	25,734
Average 5 Editions	44.6	60.0	503.1	550.3	19,116	25,746	215,833	236,111	18,110	24,847
††Farm Quarterly (q)	—	—	212.2	205.5	—	—	98,036	94,941	39,917	41,234
Georgia Farmer: (mon)										
#North Edition	11.1	6.4	103.3	80.0	8,421	4,830	78,140	60,464	8,305	4,641
#South Edition	16.7	7.7	123.9	94.4	12,657	5,842	93,711	71,394	12,541	5,653
Average 2 Editions	13.9	7.1	113.6	87.2	10,538	5,336	85,925	65,929	10,423	5,147
Indiana Farmer (sm)	9.4	11.9	106.8	100.1	7,345	9,307	83,759	78,448	6,245	7,238
Kansas Farmer (sm)	22.1	22.7	267.0	270.0	16,801	17,260	202,987	205,187	15,701	15,843
Kentucky Farmer (mon)	8.9	14.3	131.7	154.7	6,942	11,247	103,225	121,315	6,105	10,033
Michigan Farmer (sm)	36.5	42.1	391.3	430.7	28,063	32,303	300,518	331,812	23,802	27,764
Mississippi Farmer: (mon)										
#Delta Edition	11.4	9.0	108.6	62.6	8,644	6,822	82,143	47,329	8,504	6,597
#Eastern Edition	8.8	8.8	89.0	60.5	6,607	6,633	67,280	45,772	6,467	6,408
Average 2 Editions	10.1	8.9	98.8	61.6	7,625	6,727	74,712	46,550	7,486	6,502
Missouri Ruralist (sm)	21.6	29.4	262.3	280.5	16,419	22,400	199,376	213,195	14,715	19,414
Nebraska Farmer (sm)	50.9	52.9	582.6	641.0	38,501	40,015	440,650	485,478	34,805	36,634
§New England Homestead (sm)	17.7	20.7	167.9	191.8	12,365	14,452	115,447	134,275	8,617	11,120
New Mexico Farm & Ranch (mon)	18.9	12.4	155.3	108.8	14,294	9,338	117,656	82,257	14,217	9,184
Ohio Farmer (sm)	40.8	49.1	462.0	515.1	31,316	37,688	354,836	395,588	27,154	32,707
§Pacific Northwest Farm Quad: (sm)										
The Idaho Farmer	32.8	32.3	255.8	268.3	24,834	24,448	193,379	202,811	23,333	22,130
The Washington Farmer	32.0	34.3	253.8	252.6	24,167	25,916	191,880	190,959	22,974	23,906
The Utah Farmer	30.1	35.0	246.5	264.3	22,750	26,473	186,380	199,872	21,139	23,470
The Oregon Farmer	31.2	33.6	236.3	247.3	23,568	25,431	178,655	186,971	22,413	23,225
§Pennsylvania Farmer (sm)	20.9	34.5	319.1	359.1	16,103	26,476	245,049	275,788	13,561	23,706
Prairie Farmer: (sm)										
#Illinois Edition	54.4	67.1	658.8	711.1	39,625	48,809	479,647	517,691	32,205	41,350
#Indiana Edition	54.2	62.3	634.3	677.7	39,441	45,356	461,807	493,416	32,021	37,897
Average 2 Editions	54.3	64.7	646.6	694.4	39,533	47,087	470,727	505,557	32,113	39,623
Progressive Farmer: (mon)										
#Carolina-Va. Edition	47.5	50.4	538.1	543.9	32,326	34,271	365,890	369,860	31,063	33,097
#Ga.-Ala.-Fla. Edition	48.9	53.4	538.3	540.5	33,241	36,314	366,044	367,533	31,889	35,032
#Ky.-Tenn.-W.Va. Ed.	47.2	50.2	499.7	506.0	32,093	34,119	339,818	344,095	30,991	33,108
#Miss.-Ark.-La. Ed.	48.5	55.0	492.0	515.7	32,997	37,384	334,555	350,675	31,775	36,280
#Texas Edition	50.4	55.3	511.5	533.2	34,283	37,614	347,805	362,608	32,937	36,111
Average 5 Editions	48.5	52.9	515.9	527.9	32,988	35,941	350,822	358,955	31,731	34,726
*†§Rural New-Yorker: (m)										
New York-New England Edition	13.8	22.5	140.2	192.4	10,547	17,211	107,089	149,458	8,204	13,864
Penn.-Jersey Farming Ed.	14.0	22.1	130.5	166.7	10,729	16,824	99,504	129,802	8,386	13,805
**Southern Planter: (mon)										
#Va., W. Va., Md., Del. Edition	13.0	10.7	171.5	141.5	9,103	7,459	120,118	99,030	8,761	7,117
#N. Car., S. Car., Ga. Ed.	13.6	—	150.5	—	9,509	—	105,333	—	9,167	—
Average 2 Editions	13.3	—	161.0	—	9,306	—	112,726	—	8,964	—
Successful Farming (mon)	48.2	55.7	513.1	546.8	21,676	25,065	230,877	246,061	21,141	24,675
Tennessee Farmer & Homemaker (mon)	9.1	11.5	98.7	116.8	7,117	9,039	77,240	91,611	6,491	8,006
Wallaces' Farmer (sm)	57.6	61.3	650.8	688.4	45,132	48,029	510,251	539,656	42,083	45,065
|||§Weekly Star Farmer: (w)										
Kansas Edition	15.2	11.8	86.8	106.6	37,540	29,062	213,842	262,842	19,606	16,947
Missouri Edition	14.8	12.6	87.1	110.3	36,327	31,130	214,726	271,913	19,299	19,829
Okla.-Ark. Edition	13.0	10.4	74.2	94.1	32,036	25,764	182,873	231,936	17,641	15,874
Average 3 Editions	14.3	11.6	82.7	103.7	35,301	28,652	203,814	255,564	18,849	17,550
Western Crops & Farm Management (mon)	14.9	12.0	171.9	140.6	6,379	5,130	73,740	60,854	6,379	5,130
Western Farm Life: (sm)										
#Regular Edition	19.0	19.3	168.7	202.1	15,041	15,193	132,301	158,465	12,265	12,838
#Eastern Edition	15.5	15.2	130.4	140.7	12,175	11,880	102,275	110,341	9,399	9,581
Average 2 Editions	17.3	17.2	149.6	171.4	13,608	13,536	117,288	134,403	10,832	11,209
Wisconsin Agriculturist & Farmer (sm)	40.3	46.0	442.1	500.0	31,604	36,092	347,787	387,097	31,182	35,712
Wyoming Stockman-Farmer (mon)	38.7	37.8	308.9	291.7	30,408	29,666	236,600	222,946	26,586	25,749
Total Group	818.3	874.6	9,909.4	9,303.8	573,120	611,241	6,303,659	6,450,047	565,755	602,227

#Not included in totals. §Not included in totals; because July figures were unavailable as this issue went to press June figures are shown. †Formerly New Jersey Farm & Garden. ††Effective May 1960 Farm Quarterly published in February, May, August and November; cumulative figures shown are for May issue. ‡Became monthly publication effective with March 1960 issue. *Two issues June 1960; four issues June 1959. **Regional editions first published January 1960. ‡‡No July issues; cumulative figures shown are for June issues and are not included in totals. |||Five issues June 1960; three issues June 1959 due to strike.

Newspaper-Distributed Farm Sections

Iowa Farm & Home Register (mon)	7.8	10.1	120.2	120.7	7,828	10,115	120,156	120,726	7,562	9,866
Texas Ranch & Farm (mon)	4.6	7.0	105.6	108.7	4,634	6,958	105,644	108,654	4,326	6,706
Total Group	12.4	17.1	225.8	229.4	12,462	17,073	225,800	229,380	11,888	16,572

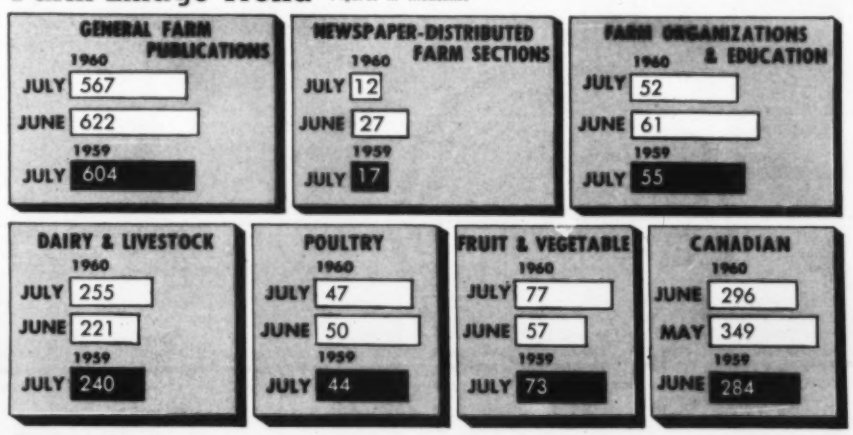
Farm Organizations & Education

Agricultural Leaders' Digest (mon)	6.9	13.3	51.9	63.0	2,965	5,695	22,341	27,177	2,965	5,695
†Better Farming Methods: (mon)										
#Eastern Edition	14.4	20.0	146.9	—	6,173	8,568	63,007	—	6,173	8,568
#Central Edition	15.7	22.3	161.6	—	6,745	9,552	69,340	—	6,745	9,552
#Southern Edition	14.7	19.3	156.3	—	6,316	8,279	67,069	—	6,316	8,139
#Western Edition	15.4	19.1	147.0	—	6,602	8,195	63,063	—	6,602	8,195
Average 4 Editions	15.1	20.2	153.0	174.1	6,459	8,649	65,620	74,685	6,459	8,614
California Farm Bureau Monthly (mon)	12.5	9.9	83.3	71.4	9,415	7,539	62,940	54,090	8,974	7,084
Cooperative Digest (mon)	5.0	4.4	49.6	53.6	2,100	1,850	21,250	22,850	2,100	1,850
County Agent & Vo-Ag Teacher (mon)	14.4	15.4	177.0	180.0	6,178	6,596	75,938	77,158	6,178	6,596
§Iowa Farm Bureau Spokesman (w)	50.8	50.4	347.8	332.9	51,562	51,156	353,017	337,993	50,906	49,080
Michigan Farm News (mon)	1.7	2.1	15.1	16.1	4,078	5,056	35,220	40,271	3,710	4,700
Missouri Farmer (mon)	12.5	13.2	86.9	86.0	5,260	5,560	36,486	36,131	4,489	5,560
National 4-H News (mon)	16.4	13.1	149.9	131.5	6,897	5,493	62,970	55,212	6,879	5,493
‡National Future Farmer (bm)	—	—	113.7	87.7	—	—	48,768	37,634	12,605	11,680
*Nation's Agriculture (mon)	4.2	6.5	39.2	60.0	1,878	2,941	17,658	25,988	—	—
Ohio Farm Bureau News (mon)	15.8	12.2	100.7	77.7	7,121	5,496	45,436	35,311	—	—
§Washington Grange News: (sm)										
East Edition	10.3	11.4	85.6	91.5	11,130	12,404	92,509	99,705	10,696	12,033
West Edition	10.9	11.1	84.3	88.7	11,830	12,019	90,859	96,236	11,396	11,648
Average 2 Editions	10.6	11.3	85.0	90.0	11,480	12,212	92,084	97,834	11,036	11,841
Total Group	104.5	110.3	1,020.3	1,001.1	52,351	54,875	494,627	486,507	54,377	57,272

#Not included in totals. §Not included in totals; as July figures were unavailable when this issue went to press June figures are shown. †Regional editions first published July 1959. ‡Published bi-monthly; cumulative figures shown are for June issue. *Figures shown are for combined July-August issue.

Farm Linage Trend

Figures in thousands



Dairy & Livestock

†Breeder's Gazette (mon)										
#National Edition	10.7	10.7	124.0	109.5	4,598	4,608	53,198	46,977	2,760	3,702
#Regional #1 Edition	10.7	—	129.6	—	4,598	—	55,608	—	2,760	—
Average 2 Editions	10.7	—	126.8	—	4,598	—	54,403	—	2,760	3,702
The Cattleman (mon)	76.3	73.3	614.5	612.9	32,050	30,793	258,110	257,421	12,345	13,489
*§Corn Belt Farm Dailies: (d)										
Chicago Daily Drovers Journal	13.1	19.2	163.4	174.0	29,504	40,873	352,304	370,211	15,346	29,613
Kansas City Daily Drovers Telegram	13.6	20.1	143.0	173.6	29,375	42,709	308,213	369,428	20,227	35,260
Omaha Daily Journal-Stockman	16.6	18.5	177.6	191.5	35,784	39,458	383,061	407,591	26,946	35,486
St. Louis Daily Livestock Reporter	10.2	13.5	123.0	132.2	21,940	28,694	265,257	281,241	14,562	23,651
§Dairymen's League News (bw)	8.3	8.6	80.0	94.0	6,040	6,288	58,204	68,489	5,631	5,717
Florida Cattleman (mon)	64.5	77.5	525.9	519.4	27,081	32,586	220,890	214,052	10,038	14,007
Hoard's Dairyman (sm)	44.1	45.6	461.4	459.8	32,083	33,226	335,911	334,761	24,939	27,713
Livestock Breeder Journal (mon)	138.5	131.4	525.9	495.0	58,170	55,180	224,014	207,913	1,680	3,010
National Hog Farmer (mon)	18.1	16.8	166.2	134.9	18,371	17,052	168,693	136,925	17,780	16,610
National Live Stock Producer (mon)	11.6	9.7	132.2	124.2	8,422	7,032	96,230	90,417	7,844	6,592
Western Dairy Journal (mon)	29.8	37.3	274.7	310.1	12,777	15,981	117,328	113,016	7,464	6,209
Western Livestock Journal: (mon)										
Mts. & Plains Edition	65.4	48.4	488.0	458.9	28,032	20,753	209,339	196,871	10,623	8,391
Pacific Slope Edition	77.0	63.4	604.6	609.4	33,017	27,216	259,351	261,440	14,649	10,535
§Western Livestock Reporter (w)	17.3	17.9	192.3	201.1	23,251	24,058	258,421	262,349	6,223	5,432
Total Group	536.0	503.4	3,920.2	3,724.6	254,601	239,819	1,954,269	1,832,807	110,122	110,258

#Not included in totals. §Not included in totals; as July figures were unavailable when this issue went to press June figures are shown. †Regional editions first published February 1960. *Changed from 2,128-line page to 2,156-line page September 1959.

Poultry

†Broiler Business (mon)	29.4	23.6	178.1	241.2	12,598	10,123	76,392	103,482	8,880	7,752
Broiler Industry	29.8	23.8	202.9	181.9	13,427	10,700	91,372	81,840	10,624	7,250
‡§Georgia Poultry Times (w)	37.1	44.0	187.8	210.1	39,606	47,236	200,844	219,478	22,801	23,706
§The Poultryman: (w)										
Dixie Edition	8.6	10.7	82.7	104.0	9,357	11,613	89,760	112,845	4,108	5,328
National Edition	7.6	10.5	75.9	98.5	8,300	11,382	82,445	106,853	3,828	5,328
New England Edition	11.8	14.1	100.3	125.2	12,738	15,303	108,828	135,872	7,020	8,720
New Jersey Edition	12.4	13.9	119.8	156.4	13,458	15,039	129,965	169,709	8,286	8,676
Poultry Tribune: (mon)										
#Eastern Edition	23.7	26.9	246.4	278.5	10,156	11,534	105,689	119,478	9,122	9,632
#Midwest Edition	22.5	25.1	246.6	276.7	9,668	10,753	105,817	118,687	8,649	8,942
#Pacific Edition	29.7	30.1	305.1	345.1	12,747	12,903	130,869	148,042	9,025	8,789
#Southeast Edition	26.5	30.5	281.8	319.3	11,365	13,105	120,893	136,988	9,631	10,269
#Southwest Edition	22.7	24.1	242.3	286.8	9,731	10,331	103,930	123,039	8,569	8,164
Average 5 Editions	25.0	27.3	264.4	301.3	10,733	11,725	113,439	129,245	8,999	9,159
*Turkey World: (mon)										
#Central Edition	24.5	—	287.4	—	10,517	—	123,287	—	9,619	—
#Eastern Edition	24.9	—	281.3	—	10,688	—	120,674	—	9,692	—
#Western Edition	25.3	—	282.4	—	10,834	—	121,155	—	9,549	—
Average 3 Editions	24.9	26.0	283.7	343.9	10,680	11,155	121,706	147,540	9,620	10,073
Total Group	109.1	100.7	929.1	1,068.3	47,438	43,703	402,909	462,107	38,123	34,234

NOTE: American Poultry Journal has combined July-August issue to be published in August, therefore figures will be shown in August tabulation. Everybodys Poultry Magazine combining June-July and July-August issues; next figures to be shown in September tabulation. #Not included in totals. §Not included in totals; as July figures were unavailable when this issue went to press June figures are shown. †Formerly Broiler Growing. *Regional editions first published December 1959. ‡Six issues June 1960; five issues June 1959.

(Continued on Page 76)

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	July 1960	July 1959	Jan.-July 1960	Jan.-July 1959	July 1960	July 1959	Jan.-July 1960	Jan.-July 1959	July 1960	July 1959
Fruit & Vegetable										
American Fruit Grower (mon)	41.7	43.9	279.2	253.6	18,016	18,944	120,622	109,555	17,584	18,438
American Vegetable Grower (mon)	41.6	37.2	223.7	247.0	17,955	16,060	96,622	106,685	17,673	15,814
California Citrograph (mon)	18.7	19.3	153.8	144.9	12,544	12,980	103,260	97,358	12,264	12,740
Florida Grower & Rancher (mon)	22.0	16.7	186.1	176.7	14,952	11,362	126,561	120,168	14,036	10,790
†Vegetable Growers Messenger (bm)	13.8	13.6	39.2	24.2	5,796	5,712	16,832	8,178	———	———
Western Fruit Grower (mon)	18.5	19.3	221.5	222.8	7,770	8,106	93,030	93,576	7,770	8,106
Total Group	156.3	150.0	1,103.5	1,069.2	77,033	73,164	556,927	536,060	69,327	65,888

†Published bi-monthly; figures shown are for July issues.

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	June 1960	June 1959	Jan.-June 1960	Jan.-June 1959	June 1960	June 1959	Jan.-June 1960	Jan.-June 1959	June 1960	June 1959
Canadian (June)										
Country Guide (mon)	34.4	41.8	257.0	266.8	24,918	30,112	185,068	192,164	———	———
Farmer's Advocate & Canadian Countryman (sm)	33.6	36.0	261.4	285.8	23,509	25,196	182,951	200,094	20,681	21,607
†Family Herald (w)	64.5	58.5	469.6	489.5	62,955	57,062	457,863	477,274	39,970	38,539
†Free Press Prairie Farmer (w)	80.6	75.9	560.6	540.2	93,802	86,896	639,512	625,351	43,985	39,488
Le Bulletin des Agriculteurs (mon)	39.8	39.9	328.8	347.0	27,822	27,927	230,155	242,968	27,822	27,927
†Western Producer (w)	58.9	52.7	414.5	399.5	62,992	56,860	443,072	427,473	34,440	35,389
Total Group	311.8	304.8	2,291.9	2,328.8	295,998	284,053	2,138,621	2,165,324	166,898	162,950

†Five issues June 1960; four issues June 1959.

Wermen & Schorr Spurts in Six Years and May Reach $9,000,000 in 1960

Recipe: Talent Search, New Business, Keeping Philly Accounts at Home

PHILADELPHIA, July 19—The agency which the Philadelphia advertising fraternity is watching these days is Wermen & Schorr.

In 1959, this company rocketed into the top ten in billings among Philadelphia agencies. In 1960 it may hit the $9,000,000 mark. (One of its accounts, Bayuk Cigars, Inc., was third in the nation in total television expenditures last year for a single brand, Phillies Cigars.)

Since the first of this year, Werman & Schorr added Interstate Container Corp., Glendale, L.I., several new divisions of Westinghouse Appliance Sales in the Middle Atlantic area, Esslinger's Beer, Seaboard Seed Co., Glenside Pre-Fab Homes, Life Assurance Company of Pa. and Crisp Inc. Virtually all of its accounts have increased their budgets, and the agency is expanding into a third floor of 1616 Walnut St.

■ This growth is part of a plan evolved by its two present heads, David Wermen, president, and J. Leonard Schorr, exec vp, and the agency's late president and founder, Harry Feigenbaum, back in 1947. That was when Mr. Schorr joined Harry Feigenbaum Advertising after 10 years with General Outdoor Advertising.

The objective then was to seek out national and regional accounts, while retaining its position as a major agency in the local field. Billings at that time were around the $1,000,000 mark, and a number of regional and national accounts in the house (Kasser Distillers, Royalist and Amerada Cigars, Renuzit Home Products) began to grow.

■ From 1947 to 1953, the agency grew with national and regional as well as local accounts. In 1953, they came to a decision:

"Our retail knowledge and understanding of over-the-counter selling with a wide variety of consumer goods gave us entry into the national field," explained Mr. Wermen. "We were among the first agencies to introduce new techniques of retail promotion and merchandising to support national advertising and promotion, with local tie-ins, in-store promotions, incentive programs for retail salesmen, etc."

■ A plan for future growth was evolved:

1. The principals in the agency recognized that if they were to grow, they couldn't do it all by themselves. So they began a systematic hunt for talent. One of the first of a number of young people to join the agency was Jay Beneman, now head of the agency's plans board, and a senior account executive. Beneman had been with Al Paul Lefton for several years after graduation from University of Pennsylvania's Wharton School.

2. For the first time, the agency established a definite new business program to seek out national and regional accounts aggressively, rather than wait for new business.

That year the agency moved from a brownstone building at 2011 Walnut St. to its own five-floor structure at 1922 Spruce St.

In 1955, the first results of the new program were evident: The agency moved into the $2,000,000 billings bracket, due to new business (After Six Formals, King's Wine, Booth Bottling Co., Cumberland Brewing Co., Pennsylvania Range Boiler Co., the Professional Laundry Foundation and the Federal Savings & Loan Group).

■ A temporary loss of volume came when Bayuk Cigars purchased and discontinued Grabosky Bros., one of the agency's larger accounts. This happened early in 1955, and for a time it looked as if Feigenbaum & Wermen (changed from Harry Feigenbaum Advertising the same year) would lose out in this acquisition of the Royalist and Amerada brands. At that time the Bayuk account had moved to Al Paul Lefton from D'Arcy Advertising Co., of New York.

In 1956, however, due to the outstanding job done on Royalist and Amerada, and to merchandising ideas presented by Feigenbaum & Wermen to E. Archie Mishkin, Bayuk president, the entire Phillies and Webster Cigars account came to F&W. (The southern division for Bayuk was handled by Greenhaw & Rush, Memphis, until 1959 when all Phillies and Webster billings went to Wermen & Schorr.)

■ In 1956, the agency's billings approached the $3,000,000 mark. Billings continued to grow, and in 1959 billings reached an estimated $7,000,000.

"We got tired of building accounts and losing them because the accounts felt they needed larger agencies with so-called more scope," said Mr. Schorr, recalling this period. "Either we had to get big, or be content with the periodic loss of the growing accounts. In fact, I remember when we felt we couldn't handle a million dollar account. But, when we had the necessary facilities we decided it was time to make the most strenuous efforts to expand."

The other determination was to see that many of Philadelphia's national advertisers remained with Philadelphia agencies, and not commute to New York.

■ "Our local agencies had all the talent, the know-how and facilities the New York agencies possessed," Mr. Wermen explained, "but, for too long we all failed to tell advertisers about it. We decided to take on this task."

This growth naturally led to the urgent need for more space: The company sold its building on Spruce in 1958, and moved into two floors of 1616 Walnut in downtown Philadelphia.

The new offices were laid out like this: Since each of the two principals supervised certain major accounts, utilizing different agency teams, they established offices at two different corners on

Harmon Wermen Schorr Beneman

PLANS BOARD—*Left to right, account executive Lester J. Harmon, president David Wermen, J. Leonard Schorr, exec vp, and account executive Jay Beneman. This is W&S's core.*

Vosberg Segal Zlatkin Carroll

MEDIA—*Helen Carroll, media director, discusses a current campaign with her staff. Left to right, Liz Vosberg, Rochelle Segal, Lorrie Zlatkin, Miss Carroll.*

CRITICAL READERS LISTENERS, VIEWERS
think up claims that your agency, clients or personnel have committed
LIBEL, SLANDER, INVASION OF PRIVACY OR COPYRIGHT, PLAGIARISM.
BEFORE it happens, get our unique Excess INSURANCE Policy an effective and inexpensive cushion against these hazards.
EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York 107 William St. Chicago 175 W. Jackson San Francisco 100 Bush St.

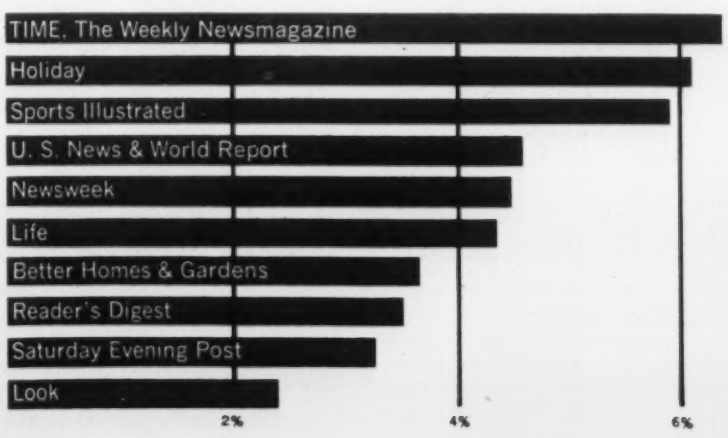
What do farmers with dairy herds of 30 and more head say about "most helpful" farm publications?

● Important basic facts revealed in new McCann-Erickson Study. READY SOON!

MIDWEST UNIT
Farm Papers

Nebraska Farmer · Wisconsin Agriculturist · Prairie Farmer · Wallaces Farmer · The Farmer

Percent of total circulation in 150 important suburbs



Source: latest available publishers' reports—TIME (3/23/59) • Holiday (March 1957) • Life (10/26/59) • Sports Illustrated (3/2/59) • U. S. News & World Report (3/28/58) • Reader's Digest (April 1959) • Newsweek (3/23/59) • Look (3/18/58) • Better Homes & Gardens (April 1959) • Saturday Evening Post (3/14/59).

CONCENTRATION AND COVERAGE WHERE EXECUTIVE FAMILIES LIVE

TIME reaches right into the homes of America's important businessmen, professional and artistic leaders. **In 150 U. S. executive residential suburbs, TIME concentrates more of its circulation than does any other magazine of a half million or more circulation.** Just one more demonstratron of the fact that TIME gives you concentration and coverage—where it counts.

THAT'S

TIME

Wermen & Schorr . . .

the same floor. The main office area runs in a big U, with production and art on one arm, copy, publicity, merchandising and other creative services on the other arm. Executive secretaries, timebuyers and clerks are located in separate offices in the middle of the U. Ancillary services, such as media, accounting, etc., are on the second floor.

Wermen & Schorr started a profit-sharing plan for all employes with the agency for two years or more about a year ago. A stock purchase plan also is being made available to longtime executives. Edward Schorr, art director, who has been with the agency since 1946, Marvin Wermen, office manager for 10 years, and Lester Harmon, account executive, are among those participating. Jay Beneman is already a stockholder.

A health and accident and salary continuance plan is now being studied by management. "We not only want to keep our people," said Mr. Wermen, "we want to keep them happy." #

Cyhel Elected Club President

Florence Cyhel, Potts-Woodbury, has been elected president of the Kansas City chapter of American Women in Radio & Television. Other new officers include June Mitchell, *TV Guide*, vp and program chairman; Beverly Gibson, Fennell & Gibson Associates, secretary, and Shirley Smith, WDAF radio, treasurer.

Dreyfus Opens Consultancy

A new creative advertising consulting organization, H. Dreyfus & Associates, has been formed by Harold Dreyfus, with offices at 8078 Woodrow Wilson Dr., Los Angeles. Mr. Dreyfus, former owner of Dreyfus & Shippee, Los Angeles, recently sold his interest in the agency.

Tobin Named Ad Manager

Chicago Seven-Up Bottling Co. has appointed John D. Tobin, formerly plant manager, advertising and sales promotion manager.

Fred Wittner Adds Account

Fred Wittner Co., New York, has been named agency for Mechanical Specialties, Los Angeles, tool and die maker.

Maietta Alten Greenfield

Nelson Schorr

ART COSTS—*Production manager Allan Greenfield gets a cost estimate on the phone, as Edward Schorr, art director, discusses a layout with his staff of artists, Ida Nelson, Ralph Maietta, and Larry Alten.*

Drink, Wear Grape, Says Welch in Fashion Drive

Purple is forecast as an important fashion color for fall—a prediction that is being encouraged by the Welch Grape Juice Co., Westfield, N.Y., and its agency, Richard K. Manoff Inc., New York. The agency is lining up grape color promotions with department stores across the country, using Welch's grape juice bottles in fashion displays. Saks Fifth Avenue, New York, recently devoted five display windows to the promotion using Welch's product suspended in mid-air and in supermarket displays. The company has also presented souvenir bottles of its product at fashion luncheons highlighting grape-colored ready-to-wear.

Michigan Tourist Council Sets $281,000 Ad Budget for '60-61

An advertising appropriation of $281,000 to promote the vacation travel advantages of Michigan has been earmarked for 1960-61 by the Michigan Tourist Council. Newspapers and magazines will get $122,000 of the budget and $120,000 will be divided among the state's four regional tourist associations. The remainder will go mainly for travel and resort promotion literature, booklets and maps.

Heublein Boosts Honer, Meehan

Robert W. Honer, assistant ad manager, Heublein, New York, has been promoted to a new position of merchandising manager for all divisions of the company. Richard Meehan has been promoted to assistant merchandising manager.

Luttrell to Lambert & Feasley

Vernon Luttrell, formerly national sales manager of Tintex products for Park & Tilford-Tintex & Norex Labs, has joined Lambert & Feasley, New York, as a marketing executive in the Listerine unit.

16,807 theatre showings of "Destination Earth" for the American Petroleum Institute in one year to 3,021,188 viewers.

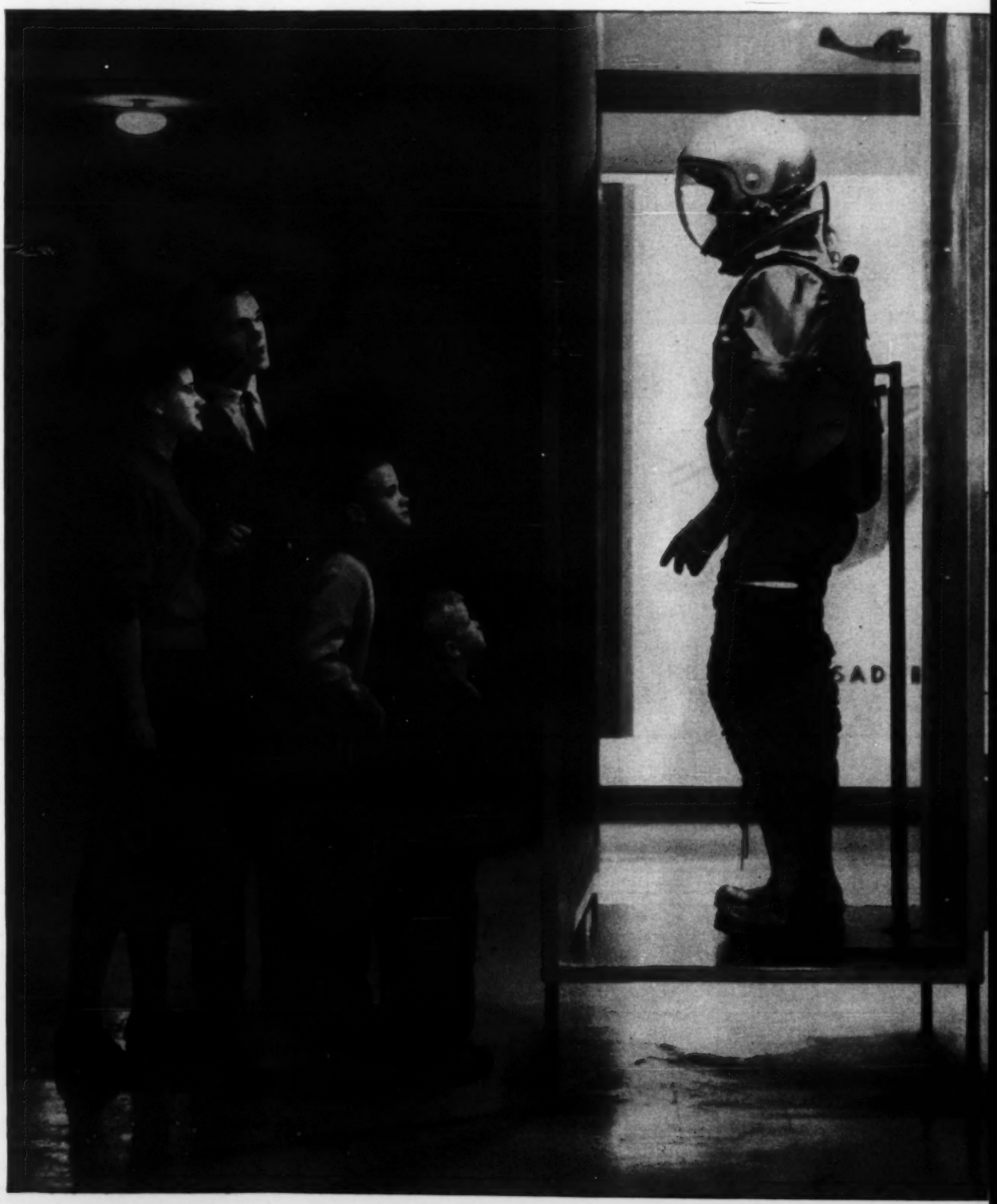
Public information films from business appear on theatre screens throughout the U. S. as part of the program — MODERN gets them there, at surprisingly low cost.

Have you explored this opportunity for your public relations message? To learn all, without obligation, send for "Business Films At The Movies" 16 pages, free from

Modern Talking Picture Service, Inc.
3 East 54 Street, New York 22, N. Y.

offices in 30 major U.S. cities

In Chicago



Dow Brewery to Sponsor Big Four Football Games

Dow Brewery Ltd., Montreal, will join American Oil Co. Ltd. in sponsoring all tv coverage of Big Four Football League games, playoffs and the Grey Cup in the 1960 season. Both companies will present telecasts through the Canadian Broadcasting Corp. on both English-language and French-language networks. As of Aug. 1, new government regulations in the province of Ontario will permit breweries to advertise on radio and tv.

Arnot Elected Club President

J. P. Arnot, Katz Agency, has been elected president of the San Francisco chapter of American Assn. of Newspaper Representatives. Also elected were James Claymore, Moloney, Regan & Schmitt, vp; Walter F. Patzlaff, Branham Co., secretary, and Virgil L. Dion, Ridder-Johns, treasurer.

ANY WAY—*New package for Teweles Badger's lawn seed is designed so that no matter how the stock boy places the box, it will still read "lawn seed."*

Krueger Elected Adclub Head

Paul L. Krueger, advertising manager of Ray Ewing Co., Pasadena, Cal., has been elected president of the Advertising Club of Pasadena.

'Chicago Tribune' Boosts Hunt

Robert M. Hunt has been transferred from the Chicago office of the *Chicago Tribune* where he had been assigned to the western division of the general display advertising divi ion, to the Detroit office where he will assist Wallace E. Bates, manager of the Detroit office. Mr. Hunt succeeds Thomas J. Elrod, who is being transferred to the Chicago area.

Staples Elected President

Hunter & Staples, Sacramento, has appointed Miles S. Staples Jr. president and chairman of the board, succeeding David Hunter, who has left the agency. Mr. Hunter's interest has been purchased by the corporation. At the same time Audrey Tsuruda and James R. Fox have been named to the board of directors and Mr. Fox has been named a vp.

Helsel Named Marketing Head

Raymond A. Helsel has been named director of marketing of United Newspapers Magazine Corp., New York, publisher of *This Week Magazine*. Mr. Helsel, formerly on *This Week's* marketing staff, succeeds Thomas Bohan, who has retired.

Erickson to Zimmer, Keller

Zimmer, Keller & Calvert, Detroit, has appointed Norman R. Erickson research manager. Mr. Erickson was formerly a market research analyst of the *Detroit News*.

Gamut Names Charles Gerdts

Gamut Advertising, Garden City, N.Y., has named Charles W. Gerdts, formerly with H. J. Gerdts Co. and Atlas Advertising, Boston, an account executive.

McNeil Joins Rogers Lingerie

Ida McNeil, formerly executive editor of *Glamour*, has joined Rogers Lingerie, New York, in the new post of director of fashion and advertising.

FCC Reprimands ex-KIMN Disc Jockey

WASHINGTON, July 19—The Federal Communications Commission last week filed a postscript to the KIMN off-color language case by reprimanding the announcer who made the remarks.

Royce L. Johnson, who aired the offensive material on his disc jockey show for teen agers in September, 1959, and was subsequently fired, was reprimanded and warned that any further off-color transmission by him of this nature "would raise the question of his qualifications to hold an operator license."

This was the first time FCC has ever directed a reprimand at an employe of a broadcast station, and was possible in this case because Mr. Johnson is the holder of a radio-telephone first class operator license and is therefore under FCC jurisdiction as an engineer. #

Chesebrough Names Fuhrman

Robert J. Fuhrman, formerly a brand manager at Procter & Gamble, has joined Chesebrough-Pond's, New York, as brand manager for Angel Skin cosmetics and Seaforth men's toiletries, and will assist with marketing and sales of new products.

Gilbert Joins Leo Burnett

Ray Gilbert has joined Leo Burnett Co. of Canada Ltd., Toronto, as a vp, account supervisor and member of the operating committee. Mr. Gilbert was formerly vp in charge of marketing of Young & Rubicam Ltd.

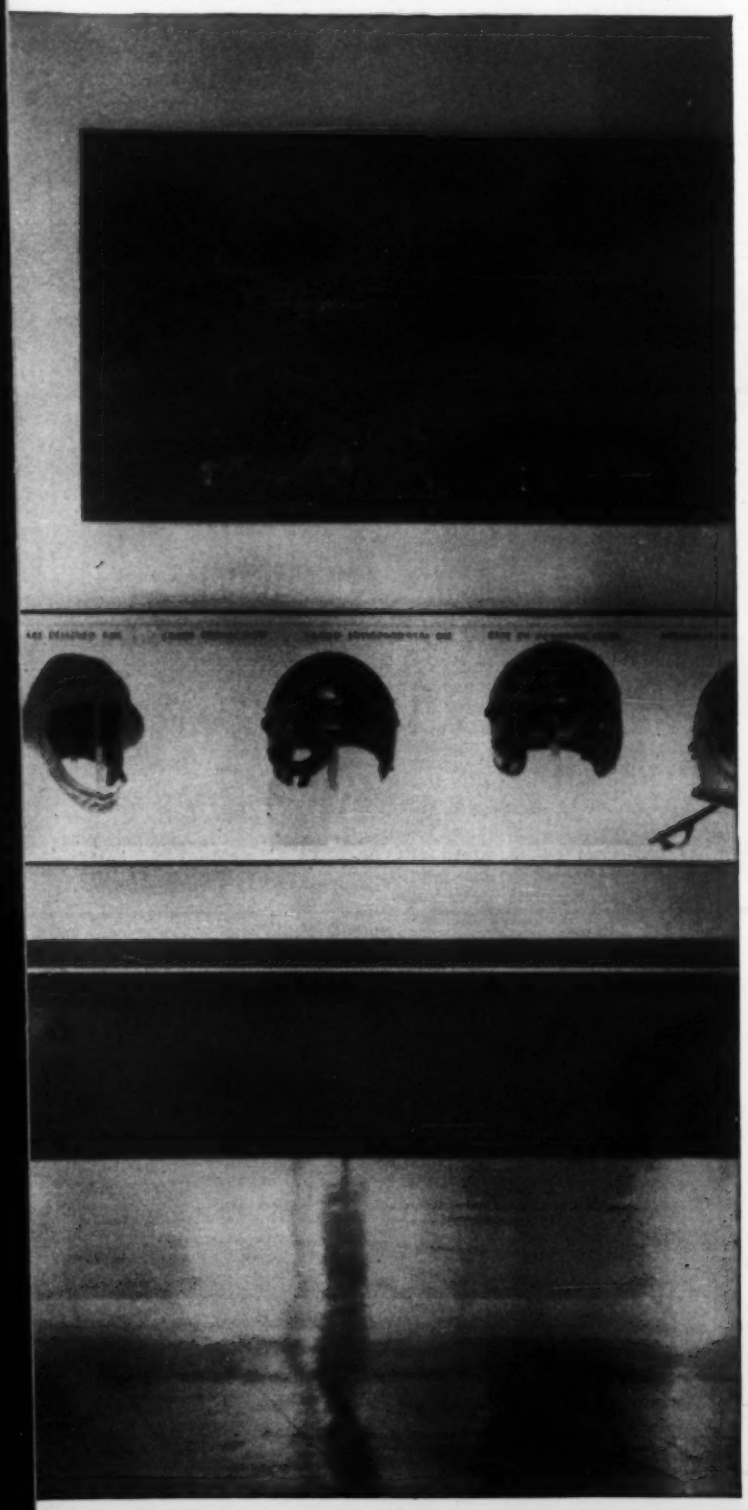
Roy Taff Joins Sadowsky

Horace Sadowsky Associates, Hicksville, N.Y., has named Roy Taff an account executive. Mr. Taff was formerly with Corydon M. Johnson Co., Bethpage, N.Y., as sales and service coordinator of Johnson Research.

Stanley Publishing Expands

Stanley Publishing Co., Chicago, business paper publisher, is expanding its general offices to nearly twice its present size. The expansion will accommodate a recently enlarged staff and provide space for additional equipment.

... the **Museum of Science and Industry** is the most versatile museum of its kind in the world. Its exhibits range from Space Age Technology—to an actual operating Coal Mine—to the only German Submarine ever captured in wartime, the U505!



In Chicago

WGN

TELEVISION

—owned and operated by Chicagoans—is dedicated to quality programming and community service.

WGN IS CHICAGO

Quality • Integrity • Responsibility

Sell for Random House, Inc.

BOOK PUBLISHERS

If you get on well with people and have a talent for persuading others to your point of view, you are the sort of salesman we would like to hear from.

Because of our expansion program, two sales territories will shortly be open. The work requires selling our books to retail booksellers, all of whom are established accounts. We will pay a liberal salary and all of your traveling expenses. There is a profit-sharing plan in addition. Our sales force has been with us for years; we have virtually no turn-over.

If you think you can measure up and would like to spend your business lifetime working hard in a congenial and rewarding atmosphere, this may be a splendid opportunity for you and for us.

Write the sort of letter that will make us want to talk to you. Please direct your response to Lewis Miller, First Vice President, Random House, Inc., 457 Madison Avenue, New York 22, New York.

Merchandising Ideas

Nail Files Make Point

• At a recent press gathering sponsored by Branson Instruments, New York, a new type of ultrasonic cleaning device was introduced. The device uses inaudible sound waves to produce a rapid scrubbing action on parts immersed in the cleaning solution. As a token which emphasized the theme of the conference, the editors were presented with a nail file.

The tie-in? The nail file was accompanied by this message: "Enclosed is the only cleaning tool we know of which cannot be improved by ultrasonics. Provided through the courtesy of LaCross . . . Branson . . . GAI."

Greif Associates Inc., Branson's public relations counsel which handled the meeting, feels that with this device, the editors were provided with a small gift which stressed one of the main points of the conference: "The efficiency of ultrasonic cleaning."

CLEANING TOOL—*These nail files were given to editors by Branson Instruments to stress the theme at a press conference.*

Curtis Polyglot in Beauty Out

• American women, known the world over for good grooming, also have a reputation for garrulousness in the beauty salon. So it is frustrating for the American traveler abroad, when ensconced in a foreign beauty salon, if she finds herself unable to communicate with the beautician. To solve this problem, Helene Curtis Industries, Chicago, has introduced a booklet, "The International Phrases of Beauty," which contains about 75 terms most used in conversing with a beautician, translated into French, German, Italian and Spanish. The 20-page illustrated booklet is divided into sections dealing with the hairset, haircut, permanent, manicure and pedicure, hair coloring and facial.

The booklet was developed for Helene Curtis by the Public Relations Board, Chicago, for three reasons: 1. To provide travelers with an aid to communication in a foreign beauty shop; 2. To increase interest in professional hair care and put the name of Helene Curtis in the hands of consumers, and 3. To provide American companies interested in the travel market with an inexpensive and effective promotional piece. The booklet was first introduced in a press kit mailing to about 400 newspapers. A coupon offer in *Vogue* drew 800 replies. Helene Curtis also has sold 25,000 copies to Trans World Airlines to be distributed by their reservation offices. For TWA a new cover was designed and the booklet retitled, "Passport to Beauty."

A special display box, which holds a supply of booklets and has a coin drop slot, has been designed for use in travel agencies and beauty shops. Helene Curtis also is planning distribution through steamship lines and European hotels. Several Chicago book stores carry the booklet for 25¢ a copy, and it may be obtained from Helene Curtis for 25¢. Helene Curtis also will provide translations in other languages on request.

"PAS TROP COURTS S'IL VOUS PLAIT!"
(NOT TOO SHORT!)
"FÄRBEN SIE BITTE DEN HAARANSATZ NACH!"
(PLEASE TOUCH UP MY ROOTS!)
"NO ME CORTO LA CUTICULA!"
(DON'T CUT THE CUTICLE!)
"VI PREGO DI DIPILARE LE!"
(PLEASE PLUCK MY EYEBROWS!)

INTERNATIONAL PHRASES—*Sketches like these illustrate a new booklet, "International Phrases of Beauty," being used by Helene Curtis Industries as a merchandising device.*

13,492 Products are competing for space in today's modern food stores . . . . . .

Get your share of space in today's modern markets from the nation's leading retailers who control display space in 112,000 food stores, handling $24 billion in annual sales — approximately 44% of the total food business. Their buyer's guide is

NARGUS BULLETIN

the No. 1 monthly magazine in the food distribution field.

PUBLISHED SINCE 1914 BY

National Association of Retail Grocers of the United States (NARGUS)

Your advertising in

NARGUS BULLETIN

reaches 80% of all independent super markets, 50% of all superettes, all voluntary and cooperative group headquarters and all members of National-American Wholesale Grocers' Association and National Food Brokers Association.

NARGUS BULLETIN
360 N. Michigan Ave.
Chicago 1, Illinois

GARDEN AIDS—*A garden aids promotion kit is being offered by Porter-Cable Machine Co., Syracuse, to help introduce its new line of Rototillers. The kit, which includes a soil test kit, pruning shears, "his" and "hers" gardening gloves and a gardening book, "Garden Magic," is being offered without charge with purchase of any one of six models in the line. The promotion was designed to help the dealer merchandise the tillers.*

What do farmers in Income Classes I-IV say about farm publications?

• Important basic facts revealed in new McCann-Erickson Study. READY SOON!

MIDWEST UNIT Farm Papers

Nebraska Farmer · Wisconsin Agriculturist · Prairie Farmer · Wallaces Farmer · The Farmer

Agency Exec Gives Schedule

• Busy executives traveling between Milwaukee and Chicago are finding it easier to keep on schedule these days, thanks to a handy daylight saving timetable sent to them by George Grabin, president, Grabin-Shaw Advertising, Milwaukee. The wallet-size folder lists train schedules between the two towns, phone numbers of all airlines in Milwaukee and Chicago and other travel and hotel information. Mr. Grabin decided to produce the folder because he frequently makes trips to Chicago for clients and for consultation at John W. Shaw Advertising, where he is a vp and member of the marketing board. The folder so far has been mailed to more than 1,000 executives in 400 companies. Mr. Grabin plans to publish a similar schedule in the fall when central standard time goes into effect.

Record Aids Ball Contest

• Encyclopaedia Britannica has augmented the written word with sound to introduce its annual summer baseball contest for salesmen. A record, "Play Ball," which utilizes a baseball sound effects background, was included in each of the contest kits shipped to the salesmen the last week in June. In previous contests it was possible to send only written messages from the home office since more than 200 separate kick-off meetings are held within a one or two day period.

On the record, G. Clay Cole, Britannica senior vp, explains special features of this year's contest, which runs during July and August. Manufactured by Rank Audio Plastics in New York, the records are of thin, pliable plastic weighing one-eighth of an ounce.

NEW SALES TOOL—*International Business Machines Corp.'s electric typewriter division is outfitting its salesmen with this attache case equipped with an automatic viewer. The machine, designed by Display-O-Vue Corp. of America, New York, operates on a self-contained battery which rejuvenates itself when not in use.*

Braniff Offers Gift Certificates

• For those who want something different to give to brides and bridegrooms, graduates and for other special occasions, Braniff International Airways has announced it is providing gift certificates for air travel. Rex Brack, Braniff vp of traffic and sales, said the gift certificates will be available the year around in any amount over $10. The recipient will exchange the certificate for his ticket on any Braniff flight, or apply it toward the cost of the ticket.

The gift certificates will be on sale at all Braniff city and airport ticket offices in envelopes designed for such special occasions as birthdays, weddings, Easter and Christmas and general gifts. #

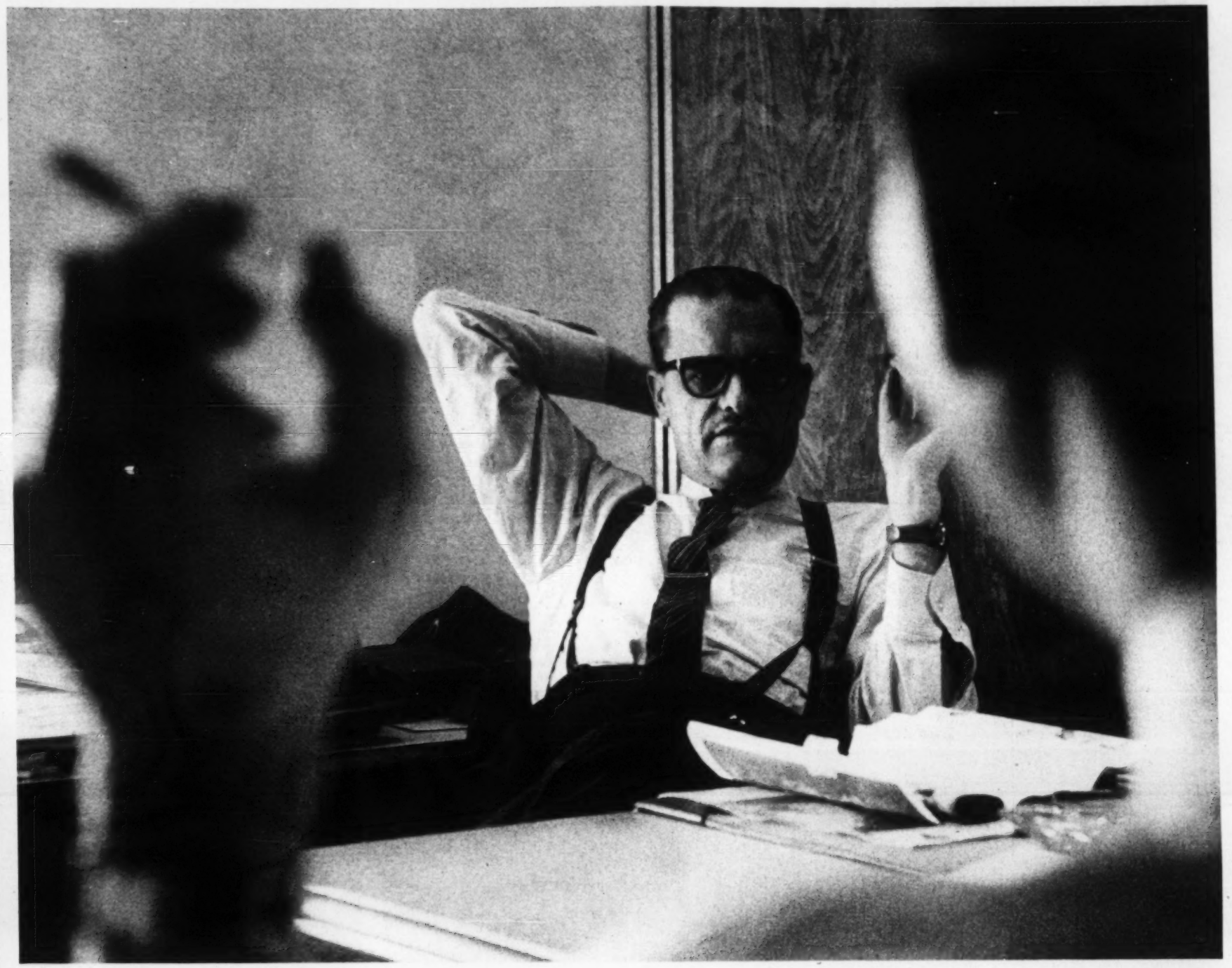
TABLOIDS

Dealer Imprinting Our Specialty

Any Amount — As Required
ALSO—MAGAZINES, CATALOGS, FOLDERS

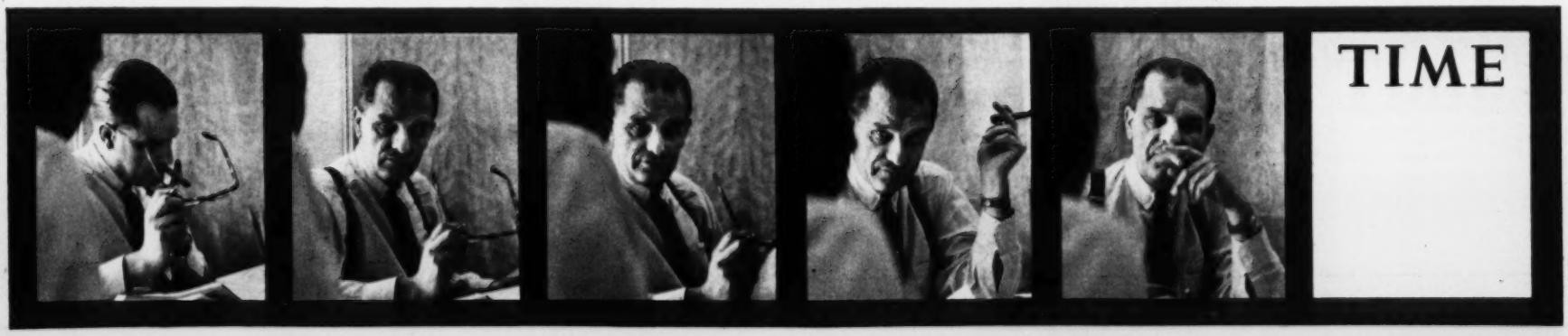
SERSEN'S IMPRINTING
120 So. Sangamon Street
Phone: CH 3-2050 Chicago 7, Ill.

"SIM, ESTAMOS INTERESSADOS... LIMOS SEUS ANUNCIOS EM TIME."



If you represented a U. S. firm in South America, you'd give a pretty good account of yourself if you kept getting openings like this from your better prospects: "*Sim, estamos interessados —desde ter visto os avisos da sua companhia em* TIME." (Sure we're interested. Have been ever since we saw your company's ads in TIME.) To find out how TIME can do a selling job for you in any of the free world's markets, call your TIME International sales representative soon.

TIME's Latin America Edition. Published in English, the business language of the world, for decision-makers throughout Latin America. It consists of the editorial content of the U. S. Edition plus additional Latin American news and advertising directed to its special audience. TIME Latin America is printed in Havana and air-speeded to major cities for delivery to readers the same day as TIME in the U. S. Latest ABC circulation: 67,284 (six months average ending Dec. 31, 1959). Ask for the latest Audience Survey on this edition. **Five editions around the world:** TIME Latin America • TIME Atlantic • TIME Pacific • TIME Canada • TIME U. S.



'Sublime Tobacco'...

Ad-Shy Player's Hails 60th Year in Staid 'London Times' Ad Supplement

Special Flip-Top Cigaret Package Bows to Help Celebrate the Birthday

LONDON, July 19—The *Times* of London this month carried a four-page advertising supplement celebrating the 60th anniversary of Player's cigarets.

It was an unusual departure for both The *Times* and the advertiser, John Player & Sons, a unit of Britain's giant Imperial Tobacco Co.

The supplement contained a good deal of tobacco lore, as well as a thumbnail sketch of the main political and scientific developments of the past 60 years.

One half of the back page was occupied by a conventional display ad announcing the introduction of a special blue and white flip-top package to celebrate the 60th anniversary. One of every six packages will be a jubilee pack. The other five will continue to be the familiar slide package.

■ One article in the supplement, "Divine Tobacco," traced the history of smoking, quoting paeans from Ben Jonson ("the most sovereign and precious weed that ever the earth tendered to the use of man"), Lord Byron ("Sublime Tobacco!"), Robert Louis Stevenson ("No woman should marry a teetotaler, or a man who does not smoke"), and Oscar Wilde ("A cigaret is the perfect type of a perfect pleasure!").

Another told the story of John Player and his sons, the Quaker family which gave the cigaret its name. "John Player, founder of the firm, and his two sons, John Dane and William Goodacre, would not have been pleased to read this article," it said. "Seldom have leaders of industry been so shy of publicity; and the unraveling of the network of good they did by stealth is a task of sheer deduction."

■ John Player, a solicitor's son, set up shop in Nottingham in 1862. He bought a tobacco factory 15 years later and began selling tobacco products—mainly pipe tobacco—under his own name. The article continues:

"Business increased so fast that John Player bought an extensive site at Radford, on the outskirts of Nottingham, and built three large blocks of what is now the famous Castle Tobacco Factory. How accurately he foresaw the future of his business is shown by the fact that only one of these blocks was used then for manufacturing tobacco. The other two were let as lace factories until Player's needed them.

"On John Player's death in 1884 his sons took control, and the business continued to grow. Before 1890 Player's Gold Leaf Navy Cut cigarets were well established. They were, of course, the forerunners of the famous Medium Navy Cut cigarets introduced in 1890.

"Next year came Player's biggest battle. James Buchanan Duke, of the American Tobacco Co., launched his attack on the British market and breezed into the Radford factory saying: 'Boys, I've come to trade!' But the 'boys' had moved faster and had already made plans to join 12 other British manufacturers to form the Imperial Tobacco Co."

John Player's sons retired from active participation in the business in 1926, and both lived to ripe old ages. John D. died 10 years ago, at 85; William Goodacre died last year, at 93.

■ Another article in the supplement traced the history of what is called "the world's most famous trademark"—the bearded sailor framed by a lifebuoy. The sailor's head was registered in 1883, the lifebuoy in 1888 and the entire trademark as it appears today in 1891.

SPECIAL—*This half-page ad in the back of the four-page Times supplement introduces a special pack for Player's birthday.*

The origin of "Navy cut" was also detailed, as follows:

"For more than 100 years before 1953, seamen in the Royal Navy were allowed to buy tobacco leaf duty-free. They formed this into a roll and pressed it by coiling a thin rope tightly round it. When they wanted a smoke, they unwound the rope a turn and sliced off a pipeful of pressed plug.

"Pressing and slicing is still the basic process used for Player's Navy Cut pipe tobacco today."

■ The tobacco tax in Britain is a near lethal one and the supplement, not surprisingly, devotes an entire article to this subject, pointing out that John Player & Sons pays the National Exchequer about $2,800,000 in duty each working day throughout the year. "It is a sobering thought," the article said, "that from the price of each packet of cigarets the Chancellor of the Exchequer takes over four-and-a-half times as much as the manufacturer requires to pay all his employes and meet all his expenses."

The supplement also tells how the famous Player's advertising slogan, "Player's Please," originated:

"It began in November, 1924 as 'Player's will Please You.' Two months later it became 'They're Player's and They Please.' This was pruned down to 'Player's Please' and typeset for the first time in capital letters towards the end of January, 1925.

■ "Player's advertising manager at the time then asked his advertising agents to produce 'Player's Please' in flowing script. In order to show them what he meant, he wrote it out in his own immaculate handwriting. This was used as it stood. Possibly only the Chief Cashier of the Bank of England has ever seen his own writing reproduced so many thousands of times. The slogan came into general use in 1927 and was an immediate and outstanding success."

On the British tobacco scene, Player's has generally been an unobtrusive advertiser and its dominance of the field has not been challenged until the past few years, with the rise of Gallaher's Senior brand and the growing preference for filter-tip cigarets. Player's moved its advertising last year from John Haddon to Mather & Crowther. #

Burch Joins Lorillard

Douglas K. Burch, previously media director of Reach, McClinton & Co., has joined P. Lorillard Co., New York, as media director, a post which has been vacant since early 1959. He will handle media selection for all Lorillard brands.

PHOTO BY OSCAR & ASSOCIATES

On this momentous occasion, it is the responsibility of the Delegates of the Republican party to nominate the man who may guide our country for the next four years. That's their job.

Our job is to make quality plates, and, we have been doing just that for some sixty years.

PARTRIDGE & ANDERSON COMPANY

712 Federal Street, Chicago 5—Phone HArrison 7-3732

ELECTROTYPES, NICKELTYPES, PACOTYPES, MATS, R.O.P. COLOR GLASS MATS
THERMOSETTING MAT PATTERNS AND PLASTIC PRINTING PLATES

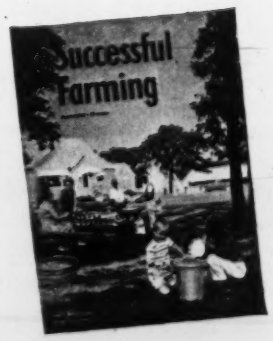
Where do you get BETTER SERVICE than at P&A?

But we're already reaching your people!

Sure you are! SUCCESSFUL FARMING subscribers read general magazines and newspapers, own television and radio sets. *But reaching isn't selling!* Mere circulation is no substitute for influence. The medium has much to do with the effectiveness of your advertising.

General media afford information and entertainment. But SUCCESSFUL FARMING means business—farm business. Every issue has news of new discoveries, methods, machinery—case histories and actual instances of planting, fertilizer application, pest controls, livestock, automatic feeding, materials handling, marketing methods and futures—that save work, increase yields and income. SF has been helping farm families make more money, live better for fifty-eight years—has earned a respect and response unmatched by any other medium.

General media are edited for urban families, SF for farm families, whose needs are quite different. SF recipes have larger portions, for larger families, engaged in outdoor work. SF housewives cook three meals a day, entertain more at home, wash every day, plan their buying in advance; need different kitchen layouts and facilities, and every labor saving device they can find. They are more interested in their husbands' businesses—in the midst of which they live. And SF articles are clipped, filed, consulted again and again.

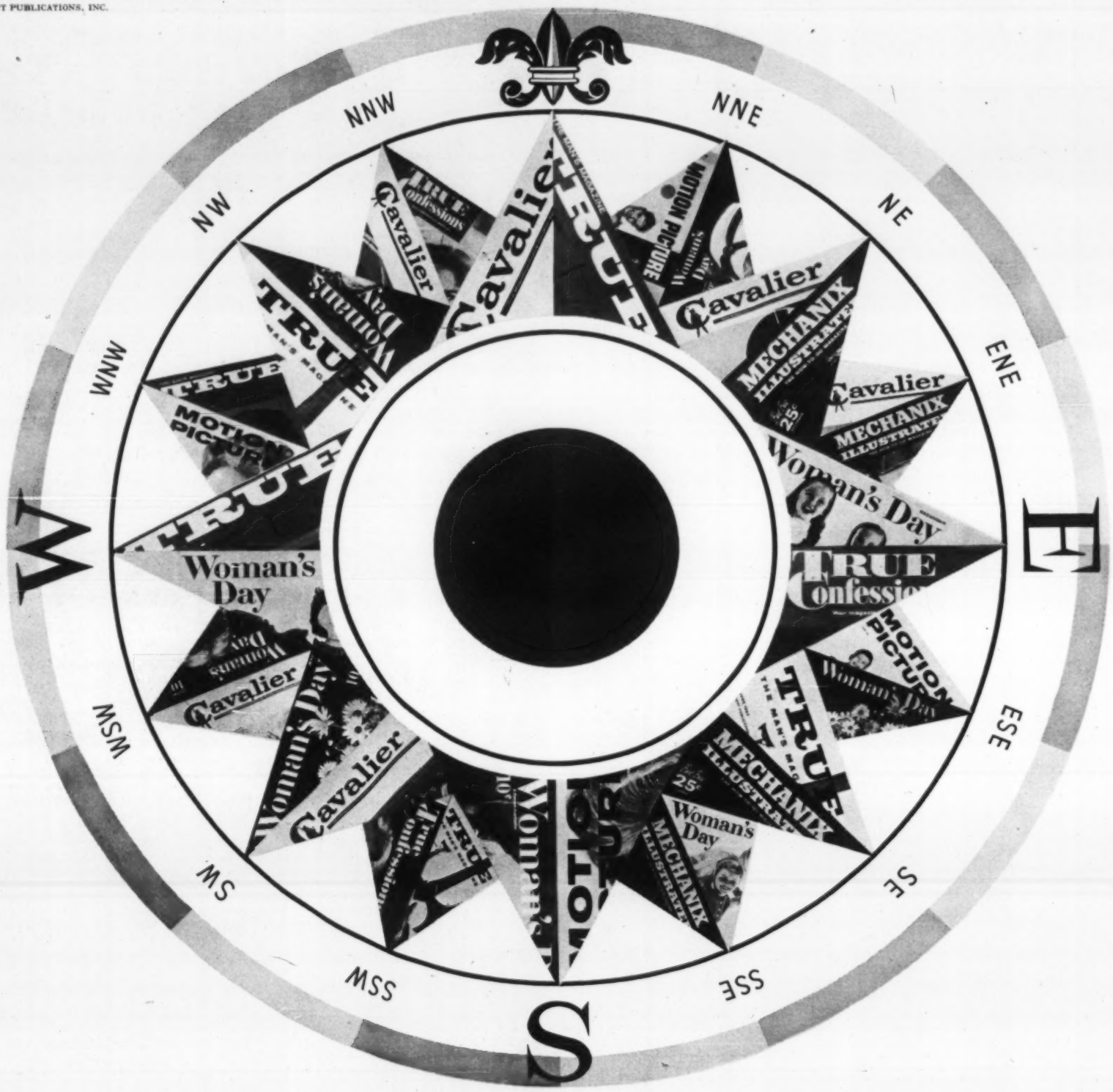


SF subscribers number only 1,300,000 —but their estimated average farm cash has been 70% above the national farm average for more than a decade!

If your advertising is not as resultful as it should be, try SUCCESSFUL FARMING. Any SF office can give you the details.

SUCCESSFUL FARMING . . . Des Moines, Chicago, New York, Atlanta, Boston, Cleveland, Detroit, Los Angeles, Minneapolis, Philadelphia, St. Louis, San Francisco.

© 1960 FAWCETT PUBLICATIONS, INC.



FAWCETT... SALESPOWER IN DEPTH THROUGH EDITORIAL DIRECTION

Because the so-called "mass" market is actually composed of individual segments... of differing needs and interests... no Fawcett publication pretends to be all things to all people. Instead, every page of every magazine is edited for the *specific interests of a specific group.* And 11,000,000 people must like this editorial policy just fine, because that's how many spend money on Fawcett publications every month. (Incidentally, 9 out of 10 of all copies bought by these 11,000,000 readers are purchased at full price.) That's salespower in depth through editorial direction! It means a more *specific audience* for your advertising.

WOMAN'S DAY TRUE MECHANIX ILLUSTRATED MOTION PICTURE TRUE CONFESSIONS CAVALIER

Advertising Age

Feature Section

Weiss Proposes Study of Deals

Women Are the Buying Pros: Woolf

People Buy Benefits: Bedell's Reminder

Convention Coverage a Good Buy

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

'A Marvel of Automation' . . .

Newspaper Business Is Better than Ever, Says Swan; Reveals Plans for ANPA Newspaper Information Service

Newspapers today are "a successful business" despite what some critics say. Joyce A. Swan told the annual convention of the American Newspaper Publishers Assn. in New York last April. Point by point, he listed why—and revealed plans for a newspaper information service to help make it better. A major function: To increase public understanding of the function of newspapers "in informing their readers and in advancing the cultural, educational, political and economic well being of all citizens." Most of his talk is reproduced here.

By Joyce A. Swan
Executive Vice-President, Minneapolis Star and Tribune

The newspaper business, on the whole, is sound and vigorous and the future is promising.

I'm sure any newspaper man or woman can find some vulnerable areas in this statement.

You can speak with truth and authority on the problems of newspaper economics and productivity.

You can document our shortcomings in handling of news and editorial page opinion. You can view with concern the headaches of the future. You probably can name individual newspaper properties that are sick.

But have you recently tried to find a daily newspaper you could buy?

■ In the six years through 1959, there were 2,330 sales of controlling interests of radio or television stations—2,058 sales of radio stations, 272 sales of television stations.

This tabulation does not include separate sales involving minority interests only. Total sales of controlling and minority interests for the six-year period were $624,000,000; the average for each of the last three years, $125,000,000. These figures are from the Feb. 15 issue of *Broadcasting*.

Included in the count of transactions of controlling ownership are stations sold two, three or four times. . .

■ Data on total sales of weekly and daily (or daily and Sunday) newspapers is not readily available. To be accurate, a comparison ought to include sales of weekly newspapers because their volumes of business would be similar to those of many small radio stations included in the broadcast sales figures I have just mentioned.

However, there were hundreds of radio or television stations sold which had dollar volumes similar to those of daily newspapers and we do know how many daily newspapers were sold in the six years ending in 1959.

That total was 164.

This can be interpreted in two ways:

1. The radio and television business is so profitable and promising that nearly everybody with some money to invest wants to get in. Conversely, few people care to risk investment in the newspaper business, or. . .

2. Most owners of radio or television stations will sell . . . at a price. Relatively few newspaper owners are interested in selling at any price.

■ Although the answer may be part of both, I believe the second interpretation makes the most sense—most owners of radio or television stations will sell . . . at a price; few newspaper owners are interested in selling at any price.

This is said neither in criticism of the electronic business and its owners nor special praise of the newspaper business and its owners. The electronic and newspaper businesses are different and it would be a mistake to call television and radio irresistible to an investor and newspapers as uninviting as a 1960 uranium strike.

Both businesses have strength and attraction. One simply has a great deal of turnover, the other doesn't. Both provide good earnings, for the most part, to their owners and stockholders. . .

Fewer Newspapers—But It Doesn't Mean Business Is Bad

Editor & Publisher Yearbook shows there were 1,780 U. S. daily newspapers at the end of 1949; 1,745 at the end of 1959 (if we take out the Alaska and Hawaii papers not counted in 1949). This is a decline of about 2%. . .

Economic factors which cause the number of plants, firms or outlets to remain steady or show a decline frequently have little relationship to the overall health of a business.

The selling of food, for example, has undergone a tremendous change. Small, marginal or poorly located food outlets have disappeared or declined in numbers as well-located, well-managed and smartly-promoted supermarkets have mushroomed.

There are about 125,000 or 27% fewer food outlets today then a decade ago. There are comments about problems in selling food but I have heard no one say this is a shrinking business.

■ Although banks of the U. S. today have six times the deposits and more than five times the assets they had in 1920, the number of banks is less than half the 1920 total. Both assets and deposits of banks have grown about three and a half times since 1940, but the business is being handled by about 1,000 fewer banks.

Today there are fewer meat packing plants than there were a decade ago. . . fewer clothing manufacturers . . . fewer blast furnaces and steel rolling mills. There are fewer automobile manufacturers in the U.S., and you can think of other industries where numbers of plants or outlets are smaller but the industries are solid, sturdy underpinnings of our economy.

■ The numbers wizards nominate the population explosion (sometimes called a birthquake) related to newspaper circulation as a prime example of the decline of the newspaper business. We are told our circulation hasn't kept pace with population growth.

Americans may be called unromantic and indifferent lovers but through some curious biological implementation, the baby crop keeps adding the equivalent of a city the size of Omaha to our population every month.

Until it becomes fashionable to use newspapers for diapers, the consumption of newspapers for the years of babyhood is likely to continue to be insignificant. Even the youngsters with genius I.Q.s do little newspaper reading at the ages of two or three.

Circulation Growth Exceeds Adult Population Growth

So the percentage of circulation growth doesn't keep up with the percentage of population growth.

But the daily circulation growth percentage exceeds that for the U.S. adult population. Figures from *Editor & Publisher* show that U. S. circulation is now at an alltime high of more than 58,000,000 daily and nearly 48,000,000 Sunday; that daily circulation has climbed 43% since 1940, while adult population (18 years and over) has gone up 24% in the same period . . .

Between 1949 and 1959 . . . investments for U.S. daily and Sunday newspaper advertising went from $1,916,000,000 to $3,517,000,000. This is an increase of $1,601,000,000 or 83%, which is about the same percentage increase as that of the U.S. gross national product in the same decade.

■ Now to the other shibboleth used to test our blood pressure—technology.

Our machinery and equipment are in the horse and carriage days! We haven't changed in 50 years! We are old-fashioned and old fogy!

Nonsense. I think it was Charles F. Kettering who said, many years ago, that the newspaper rotary press had long been a marvel of automation. The newspaper business simply got started a little earlier than many industries in mechanization of parts of our operation.

New Service to Aim for Better Understanding of Newspapers

If we didn't talk about our problems more than executives of other businesses or seem to enjoy wearing hair shirts we wouldn't be newspaper men and women. But we ARE in a successful business, essential to the well being of America, and we ought to be saying so—repeatedly, consistently and emphatically.

Presentation of additional information about the newspaper business is part of the function of an expanded ANPA Newspaper Information Service which is being set up by the ANPA board.

A committee of five from the board has been charged with the job of getting it under way. Bill Dwight, Irwin Maier, Hale Steinman, Bob White and I have had the challenging responsibility of coming up with the beginnings of a program which will try to meet the following objectives established by the committee:

1. To create a better understanding of the function of newspapers as an effective force in informing their readers and in advancing the cultural, educational, political and economic well being of all citizens of America.

2. To create a better understanding of the integrity, alertness, vitality and essentiality of newspapers.

3. To emphasize the leadership of each newspaper in furthering the welfare of its community.

4. To interest young people in the many worth while career opportunities offered by newspapers.

5. To work closely with all interested newspapers or related organizations in the furtherance of these objectives.

■ These goals are purposely broad in scope to provide room at this stage of planning to develop a variety of ideas for the program. These can be sifted and refined later with proper priority given to ideas which deserve to be at the top of the list.

The committee is in full agreement on one major point—the program shall not do any whitewashing; it shall not have a rose-colored glasses approach; it must be meticulously honest. It is not designed to sell a line of advertising or a single subscriber although the long-range effect, in our opinion, will be most valuable in both areas of selling.

Top officers of the following newspaper and journalism education associations joined the ANPA Newspaper Information Service committee in discussion of the program: American Council on Education for Journalism, Assn. for Education in Journalism, American Newspaper Publishers Assn., American Society of Newspaper Editors, Bureau of

Advertising-ANPA, International Circulation Managers Assn., National Newspaper Promotion Assn., Newspaper Advertising Executives Assn. and Newspaper Managers Assn.

These organizations, like newspapers throughout the country, are deeply interested in the vitality of the newspaper business.

■ The ANPA has invited all of them to cooperate in its program. We have urged a flow of ideas from them which will be helpful in making the ANPA program the greatest possible value to the newspaper business.

Some of the organizations, because of their association objectives and the composition of their membership, have major interest in newspaper promotion, public relations and public service. They have significant and effective programs of their own. The ANPA wants to help them wherever possible.

The *South Bend Tribune* has loaned the ANPA the services of Clarence Harding, *Tribune* promotion and public relations manager and former president of the National Newspaper Promotion Assn., for part of the summer to work here in New York, helping the ANPA staff and the ANPA committee to pull the program together. Irvin Taubkin, promotion manager of the *New York Times*, and Otto Silha, vp and business manager of the *Minneapolis Star* and *Tribune* (both former presidents of NNPA) have agreed to act with Clarence Harding as advisers to the committee.

$50,000 Budget for Two Years

Considering the objectives which have been set, we believe the budget of $50,000 established for two years' work on the program is very modest. The television industry has already raised about $500,000, we are told, for a television information office.

We have no intention of proposing an elaborate program like that which tv apparently means to get under way. Maybe our sights are too low. We don't think so. If the plans develop as we expect, sights can always be raised.

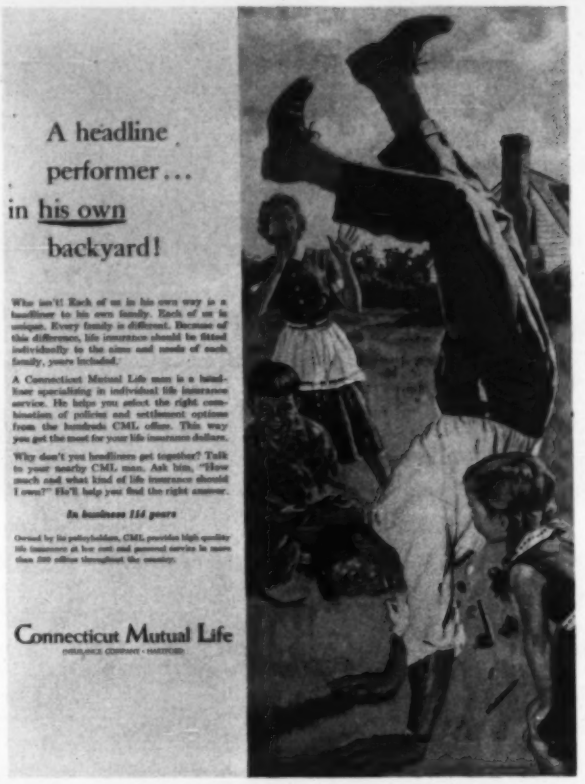
Most of the budget of $50,000 for the two years is in hand, made up of contributions from individual newspapers or newspaper groups.

We have gone outside the framework of ANPA funds for the $50,000 because we want nothing to interfere with the established programs of the ANPA or the enlarged operations of the ANPA Research Institute, now entirely financed from ANPA dues.

We do earnestly solicit your ideas and your cooperation, which you will have an opportunity to provide when some of the things we will plan are outlined as the program unfolds. #

The Creative Man's Corner . . .

Have You Read This Before?


A headline performer... in his own backyard!
Who isn't! Each of us in his own way is a headliner to his own family. Each of us is unique. Every family is different. Because of this difference, life insurance should be fitted individually to the aims and needs of each family, yours included.
A Connecticut Mutual Life man is a headliner specializing in individual life insurance service. He helps you select the right combination of policies and settlement options from the hundreds CML offers. This way you get the most for your life insurance dollars.
Why don't you headliners get together? Talk to your nearby CML man. Ask him, "How much and what kind of life insurance should I own?" He'll help you find the right answer.
In business 114 years
Owned by its policyholders, CML provides high quality life insurance at low cost and personal service in more than 300 offices throughout the country.
Connecticut Mutual Life
INSURANCE COMPANY · HARTFORD

Few things can get quite so cute and coy as an ad when its progenitor decides to make it human and homey. This ad for Connecticut Mutual Life is a prime example of what happens. Every character portrayed in the completely unreal illustration is a corny stereotype with as much validity as a tin soldier. Mama's horrified expression. Junior comforting the startled family pup. Sis gleeful. Pop cavorting like a high school sophomore with pipe, pencil and coins falling out of his shirt pocket. Roll this around a cob, spread it with butter, sprinkle it with salt and you could eat it.

The copy explains the rather baffling headline by stating that "each of us in his own way is a headliner to his own family." It then proceeds to make the startling disclosure that "each of us is unique. Every family is different." Conclusion? "Because of this difference, life insurance should be fitted individually to the aims and needs of each family, *yours* included."

Sadly, all this is true. But it is expressed in such generalities as to lose its meaning to individuals. As a result, the next step in its argument is equally lacking in genuine compulsion: "A Connecticut Mutual Life man is a headliner specializing in individual life insurance service."

It is all so pat, so expected. One feels—nay, one is convinced—he has read it before. It is probably true there are as few advertising approaches as there are story plots. But just because this is so, an ad—like a story—needs strong and powerful presentation. This isn't it. #

Looking at Radio and Television . . .

The Smoke-Filled Tube

By the Eye and Ear Man

We are now in the midst of the broadcast coverage of the conventions. The networks have made their fantastic investments in people and facilities to cover them. Advertisers have finally been found to finance part of the cost of bringing our national political extravaganza to the public. Radio networks and stations are ready to carry the story at home and abroad.

Perhaps nothing broadcasting does in a documentary sense equals convention coverage. In many respects it is an ideal situation for television: the confined quarters, the predictable order of events, the chance to alternate from speaker to audience.

■ Accordingly, broadcast coverage gives the viewer a chance to participate and to observe, to be as well-informed as he is willing to be about what went on in Los Angeles and Chicago. And finally, it gives him an insight into our political processes which would have been impossible unless he had been lucky enough to witness a convention, or to be part of a delegation.

The panoply of politics comes across the miles—the dreary moments of routine presentation of platform and resolutions; the hackneyed phrases of the keynote; the juvenile and contrived jubilance of the delegations, and finally the nerve-tightening drama of the battle for nomination, and the right to start the long hard run to the White House.

■ What kind of a buy is a convention for an advertiser? We've always said it was basically a good one. In the first place, it commands a very substantial audience. In the second, there is every reason to suppose that the audience is substantial in more ways than one. That it is mostly composed of citizens who are interested in the political processes of their country's parties, and in the man who will win each party's nomination, and in the way in which he was selected. Many of them are probably not the most avid of television watchers, and politics and the national drama bring to the tube many people who cannot be drawn by synthetic westerns, the miscellaneous mayhem of the private eyes, and the grotesques of the wrestling ring.

■ Here's an informed guess about how the audiences will shape up: At least 90% of tv homes, or more than 40,000,000 homes, will tune in to the networks to watch the excitement. Four years ago, the average home that tuned in watched 16 hours and 18 minutes during the two conventions. Estimates aren't available, but radio undoubtedly will add millions of other homes.

Beyond the size and character of the audience, sponsorship of these events may be one of the best corporate image techniques available. After all, when you consider it, the broadcast audience for a convention *has* to be that audience reached by advertisers in newspapers and news magazines and journals of opinion. These are the people who want to know what's going on.

Also (and it's a difficult value to measure), it's probable that this is a much better way to reach people who are in government and politics than many others. An increasing number of companies seem to do an ever-increasing proportion of their business with the government. Probably no better opportunity exists to build character with people in government and politics, and probably no better way exists to register a corporate name and its products and its capabilities.

■ Incidentally, television critics—those people who are always carping about the hash-house fare dished up night after night—might do well to ponder the extreme difficulty encountered by NBC and ABC in selling sponsorship of the conventions. It tends to reinforce the notion that most of what is most elevated in television represents either an absolute triumph of selling talent on the side of the networks, or the willingness to present distinguished material at a considerable financial sacrifice. For many advertisers and agencies whose executives have been bleating about better television fare, and what a shame it is that television doesn't offer more worth while things, this situation can only be a reproach. #

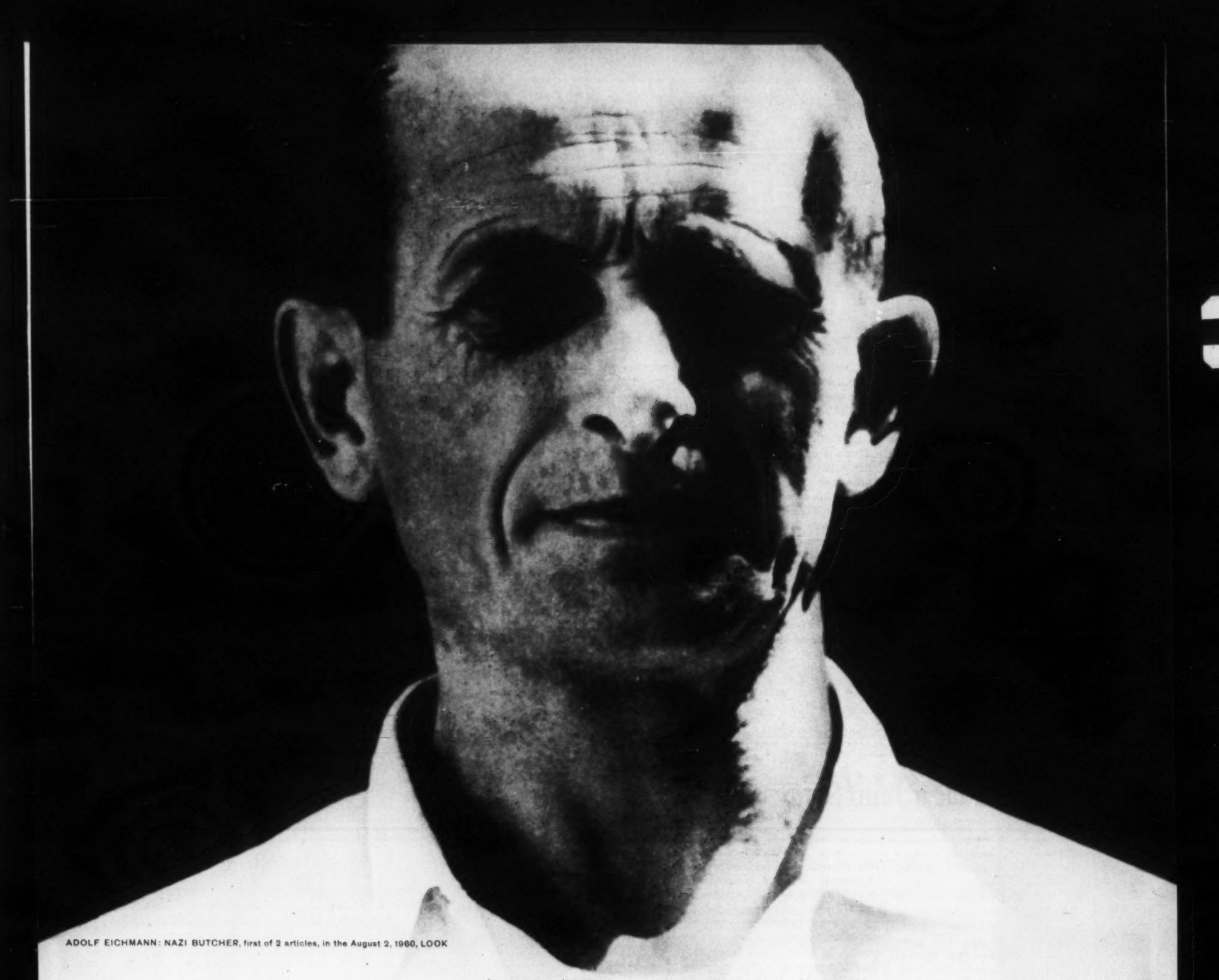
Employe Communications . . .

Sharing the Load in Cost Cutting

By Robert Newcomb and Marg Sammons

(Mr. and Mrs. Newcomb operate their own organization in employe relations.)

This is a personnel manager in a manufacturing plant speaking: "I wish our company would stop squawking about high production costs, with the implication that only the employe can do anything about reducing them. Management itself is responsible for some of the high costs and should share some of the load in bringing them down."



ADOLF EICHMANN: NAZI BUTCHER, first of 2 articles, in the August 2, 1960, LOOK

This is the man who murdered six million people.
The doomed came in boxcars to
Auschwitz, Bergen-Belsen, Dachau, Buchenwald—
and died by his devices, at his command.
Then flight...years of hiding...the dogged chase...
his electrifying capture. Now, LOOK tells
the story of "Adolf Eichmann: Nazi Butcher,"
not in terms of documents but
of people—guilty and innocent,
pursuers and pursued.
The grim reality of one man's evil
comes alive in LOOK, *the exciting story of people.*

LOOK

Here is a valid rebuke to management in any firm where all the onus of burdensome production costs is heaped on the head of the employe. However, the observer will find few evidences that, if management is actually trimming costs itself, anything is said about it.

■ Actually, a few companies interested in cost reduction *are* doing something about it at the executive level, and making sense to the employes by saying so. One company in the East instituted a 10% salary cut affecting the whole executive level, and announced it. A reduction in work force in another plant last month wasn't confined to the shop; in order to be equitable, it had to be applied to the offices, too. Thus the shop people didn't feel they were being discriminated against.

Latest entrant in the ranks of common sense persuasion is Pittsburgh Plate Glass Co., where a "beat competition" campaign is in vogue. In all PPG plants the employes are being urged to do everything possible to reduce operating costs and to increase productivity. A large-scale promotional campaign, for use at the several local plants, is now under way.

This is not the customary industrial hoopla. Employes aren't being asked to take the whole load, and employes already have been informed, in the early stages of the campaign, what the company has done and is doing. The management becomes specific in describing what steps the company itself is taking to beat competition, to lower costs. It cites capital investment in plants and equipment; expansion of its research facilities; stepped-up sales activities and heavier advertising; investment in improvements and refinements at various PPG plants. Examples: "Rouge reclamation system, re-using large quantities of rouge from the polishers (can't be done at older plants because rouge gets mixed with plaster). Reclaiming rouge reduces overhead costs, helps make plant more efficient and competitive . . . New oven and conveyor which provides an improved method of processing glass through the assembling and pressing operations. Net results are (1) larger production capacity; (2) an improved product, and (3) lower production costs."

■ In all company locations, the local managers have been invited to tie in with the campaign, through letters, announcements, bulletin board posters supplied from headquarters, and through a film on competition available for plant showing. These are the materials and services the headquarters staff can provide; the local manager himself decides the extent to which his own operation will take part.

The early signs are clear that the campaign will have solid employe support. They have been told the facts about the company's own competition, domestic and foreign. They have been appealed to sensibly on the basis of their own security. And they have been shown, unmistakably, the steps taken by the company to be at competition and to take more than its own share of the cost-cutting load. #

On the Merchandising Front . . .

A Proposal for a Joint Study on Deals

By E. B. Weiss

It is obvious that the deal, as a merchandising device, is not merely getting out of hand—it *is* out of hand.

In the food and drug outlets in particular, and in a considerable number of merchandise classifications, the percentage of annual volume done on deals right now ranges from 35% to as much as 75%. Nor is this a ceiling; there is every reason to anticipate that these figures will mount higher, and still higher. (Of course, in appliances, tv, many soft lines, the deal also rides high.)

E. B. Weiss

If this plethora of deals both stimulated total volume and added to brand stature, then this frenzied merchandising technique might have economic justification. But every study ever made leaves no room to doubt that by far the majority of deals winds up as a shrinkage of margin —usually a margin shrinkage not only by the trade but also by the supplier. Moreover, deals clearly tear down brand loyalty; a huge segment of shoppers are deal shoppers, not brand shoppers, and their numbers are mounting at least as rapidly as the number of deals.

■ In brief, the deal has reached a point where it is usually an unmitigated evil. But competitive necessity propels manufacturers to still more, and more generous deals. There is no end in sight.

And that competitive urgency stems not merely from the natural rivalry of a free competitive society. It is also fed by the current buying procedures and tactics of our giant retailers. The buying committee, for example, of the various chains is vitally, and maybe at times even primarily, interested "in the deal." This is true, also, of a substantial percentage of department store buyers and merchandise managers and, of course, it is equally true of innumerable independents.

Yet, while mass retailers in particular focus on "the deal," they nonetheless periodically complain about the lack of profit in deals. The complaint is frequently justified. Any number of deals, when finally analyzed, either reduce or eliminate the trade's gross profit. Moreover, as the number of deals multiplies, and then multiplies again, the very multiplicity of deals involves the retailer in still higher deal costs, including some deal costs that were not in existence when deals were not so numerous.

In this connection it must be understood that if deals make little permanent contribution to the supplier, then they must, of necessity, make little permanent contribution to the retailer. After all, if deals tend to nullify each other because of their very number; if handling charges are going right through the roof; if the total volume in the merchandise classification remains stationary or shows only a minimum increase despite deals, then the retailer (the wholesaler, too) has as much of a net-profit reason for questioning deals as the supplier!

I would like to propose, therefore, a joint study of deals—to be financed jointly by a responsible group of manufacturers, wholesalers and retailers. I have reference to a comprehensive study, perhaps by the Harvard Business School, that would involve every facet of the marketing economics of deals, from the standpoint of everybody involved in the production-distribution process (not overlooking the shopping public).

■ It is more than likely that such a study will demonstrate graphically that the current trend toward innumerable deals is an economic evil for the retailer. If this fundamental should be proved, then one of the great causes of deal lunacy would be undermined. In other words, if the facts proved that the retailer whose primary concern is "the deal" is giving himself an economic hotfoot, then at least some of the pressure on suppliers and wholesalers for deals would be lifted, very likely as a result of directives by top managements of giant retailers.

Then, if such a study also proved—as it almost surely will—that neither manufacturer, nor the wholesaler, nor the public really benefits from frenzied dealing, surely those manufacturers who are not economic illiterates will weigh competitive necessity against sound economics (aided by the fact that retail pressure for deals will be lessened).

Certainly, it will be increasingly difficult for an individual manufacturer to lift himself out of the morass of excessive and lunatic dealing. The increasing number of deals makes this certain.

It is equally obvious that the U.S. Department of Justice probably would take a dim view of any concerted effort by a group of competing manufacturers to control deals.

But if an unbiased study by a great university were to underscore the sordid economics of the current and future deal situation, then I think a sufficient number of manufacturers, wholesalers and (most important) giant retailers would see the economic light of truth and, independently, take appropriate action to lessen, if not eradicate this economic evil. #

What They're (Really) Saying . . .

—By W. H. Everett

"Best damn new business pitch I ever saw!"

Salesense in Advertising . . .

Woman, Buyer for the Home

By James D. Woolf
Creative Consultant

What are the differences due to sex, to the social and economic status of man as against woman, that should be observed by the advertising man?

The first point to note is that women are professional buyers, whereas men—outside their business and trade activities—are not. Men make few purchases beyond their few personal needs; as against this, women are the buyers of practically everything that goes into the home—food for the table, furniture and supplies for the house, clothes for themselves and for the children, and in many cases clothes for their husbands. The woman, not the man, is the family purchasing agent.

James D. Woolf

Closely associated with this fact is a second point: Women are technical buyers—men are not. Leaving aside the purchases men make for their business or trade, their buying attitude is that of a layman; their information is meager concerning their clothing and personal supplies. Even in the case of such mechanical contrivances as automobiles and television sets, men, relatively, are really not well informed. But the feminine purchaser examines and selects much of the merchandise with a critical eye. For she is herself a practical seamstress, a practical cook, a practical beauty doctor, and a practical household mechanic. Hence she buys a dress or a roast of beef or a vacuum cleaner as a carpenter buys a new saw or a farmer a new tractor.

■ Allied with these two points, that the women is a professional as well as a

In Houston...

The Chronicle Is The DOMINANT Leader In Advertising Linage

In Houston,
The Chronicle

Reaches
More People

Carries
More Advertising

Sells
More Merchandise

There's good reason for The Chronicle's 47 CONSECUTIVE years of advertising leadership — the reason . . . RESULTS!

Compare the first six-months' figures for 1960:

General Advertising

(Including Automotive and Financial)

	Lines
Chronicle	**3,253,456**
Post	2,848,096
Press	921,108

Retail Advertising

	Lines
Chronicle	**11,502,910**
Post	9,576,789
Press	2,824,102

Classified Advertising

	Lines
Chronicle	**6,278,434**
Post	3,738,095
Press	754,744

The Houston Chronicle gives your advertising *circulation* where it counts! Chronicle *circulation* is not just a word, it's a vigorous, active selling force for your advertising.

Source: Media Records.

THE HOUSTON CHRONICLE

Read By More Houstonians Than Any Other Newspaper
The Chronicle is a MUST Buy!
The Branham Company—National Representatives

technical buyer, is a third point: The buying problems of women are more complicated than those of men. The matter of selecting a hat or shirt is an extremely easy task for most men; they have only a few simple standard styles to choose from. But for most women the task is often complicated and difficult; they have dozens of styles, patterns and colors from which to make their selection, and there is no end of details to be settled before a decision is finally arrived at.

This situation isn't confined to clothes alone; in the matter of food, the man's job is merely the simple one of eating the meals that are prepared for him. The woman's task, however, is vastly more complicated. She must plan the menus, prepare them, and see that they are attractively served. The business of rearing children heaps on the woman a miscellany of special problems, of the existence of which the man is scarcely aware.

▪ Because of these three points of difference—first, the fact that the woman is the purchasing agent for the home; second, the fact that she is a technically minded buyer, and third, the fact that her buying needs and problems are more varied and complicated—the feminine attitude toward advertising is not identical with the masculine.

I believe, for example, that fuller information is required by women than by men. Generally speaking, copy directed to women should go into much more detail than is advisable when men are being appealed to. Stand near the hosiery counter in any department store and watch women buy stockings. Then walk over to the counter for men and watch them do it. Then watch yourself when you choose your new spring hat—and then go along with your wife when she selects hers!

The fact that women do have a detailed interest in the things they wear and use, and in the merchandise they buy for home and family, is demonstrated by the editorial contents of any of the popular magazines such as *Ladies' Home Journal, McCall's* or *Good Housekeeping*. These magazines are crammed full of detailed information about merchandise and how to use it; information about how to buy and make clothes and how to wear them; how to furnish and decorate the home; what kind of things to buy for the baby and how to use them, etc.

▪ Women have more shopping patience than men have, and this applies not only to shopping in the stores but also in the advertising section of newspapers and magazines. Generally speaking, women will more readily read long copy than will men.

I have often heard it said that women in their buying habits are more suspicious than men; that a man will take a chance when a woman won't; that men are better "sports." I don't know how true this is. It is true, however, that women are more critical and more prone to return unsatisfactory merchandise. When a man buys an article that fails to measure up to his expectations, he is quite likely to cast it aside and forget it. If the purchaser is a woman, however, there is a strong possibility that the dealer will be asked to make good. Strong money-back guarantees are especially effective in advertising to women.

It is generally believed that women are more esthetic than men, that they have a greater appreciation of the beautiful. I do not feel qualified on this. I am of the opinion, however, that women respond to attractiveness in advertising to a greater extent than do men. It is interesting to observe women as they look through the advertising section of a magazine. Other things equal, their eyes will invariably fasten on the ads having the most physical charm in dress. "Isn't that a stunning ad!" exclaims Mary. "Indeed it is," agrees Jane. Mere beauty of appearance cannot, of course,. make up for lack of selling strength in promised benefits. But no advertiser of women's merchandise can go wrong in striving for the utmost attractiveness in the physical dress of his advertising.

Most of all, *women want facts.* #

* * *

Mr. Woolf's articles are available in a handsomely-bound 383-page book for permanent reference. Price $5.95. Write Advertising Publications, 200 E. Illinois St., Chicago 11, Ill., for "Salesense in Advertising," available on five days' approval.

Learning from the Retail Ads . . .

People Buy Benefits—Not Things

By Clyde Bedell

(Mr. Bedell is a consultant in creative advertising and advertising training.)

The simplest solutions to advertising's problems are generally the best solutions. Advertising is, basically, communication. What is the message to be communicated? The answer to that question is the reason for running the ad. The idea to be communicated is usually a matter of what benefit or advantage there will be for the reader in coming to the advertiser for what's advertised.

Here is where most retail advertisers immediately turn in the wrong direction. Selling is so weak and so little understood nowadays that most merchants believe people buy to get *things*—and at low prices. Therefore, a high percentage of retail advertising is little more than a proffer of merchandise at cut prices.

▪ Actually, people don't buy to get things. They buy to get benefits. When people buy vinyl floor tiling, for instance, they don't buy it to possess tile. If they did they would buy it and stack it up in a corner of the garage or kitchen and say: "We have new floor tiling. We own it. Bargain, too. See it? There it is."

No, people buy vinyl floor tiling for the benefits to be had from a beautiful, new, easy-to-care for floor, to be proud of and to live with happily. Who was the brilliant man who said: "Americans bought one million 1-inch bits last year, not because they wanted 1-inch bits, but because they wanted 1-inch holes."?

Just as "thing" is secondary to the benefits "thing" will deliver, so is price secondary. ALWAYS. If you don't think so, stand on a corner and sell as much as you can of any item by simply saying: "I offer you 90% off on this merchandise, sight unseen, covered up here in these boxes. $1 each. $10 regular price."

Then try selling another way. *Show* the merchandise, announce the benefits, then the price. You'll sell more the latter way.

▪ The ad at the left was a typical ad of a furniture merchant who went to an NRFA clinic. He listened to several days of advertising instruction. Then he went home and did the ad at the right, which—though not perfect, and possibly in need of considerable improvement—is an excellent early attempt of a merchant-student of the "book" way.

The earlier ad sold four sets of bedding. This ad, following principles which research has substantiated thousands of times, sold 30 sets. And half of the 30 were at prices stepped up above the $99 advertised set. This one ad, he reports, made his rather expensive clinic trip profitable.

Which is it simpler to do?

Attempt to think up fancy ideas and new ways to scream, "Low, low prices!" or to tell people the forthright service-rendering story of what they'll get from merchandise?

The latter, actually, for when one understands selling it becomes second nature to approach selling constructively. #

What They Were Saying 25 Years Ago . . .

Editorial in Advertising Age (AA, May 27, 1935):

"The automobile is an economic necessity, but how many cars purchased today are necessities in the absolute sense, as compared with those which are purchased because of the desire to possess created by attractive designs and dynamic advertising? Electric refrigerators, according to modern standards, are necessities, but only because the public demand placed them in this position as a result of aggressive sales and advertising effort.

"Trying to limit advertising to a merely factual presentation of prices and descriptions of the everyday necessities of the home is like telling an opera singer never to reach for high C, or a great orator always to speak in a monotone, for fear of arousing emotion and firing to action. That is the job of advertising—to make people want things, and then extend the effort to get them. It is for that reason that advertising serves not merely an economic but also a social function, in making a broader market for the thousands of products whose general use establishes the American standard of living."

George W. Young, WDGY and W9XAT broadcasting stations, Minneapolis, in a letter to the editor (AA, July 29, 1935):

"Television is here! A 'last minute' television broadcasting station has been completed and is working in very good condition. We have made tests in all directions from W9XAT and find that we can send a very satisfactory picture out for 25 miles. Due to the fact that we are using high power on a low frequency, we are able to override shadowing effects within 25 miles to a great extent . . .

"Many articles have been written showing television 'just around the corner,' but . . . we have completed our fourth television station and the picture actually amazes us."

Headline in an ad by the Bureau of Milk Publicity, State of New York, Albany (AA, July 29, 1935):

"Milk Heads Off 'Morning After' . . . Remember It Has an Alkaline Effect."

Headline in Advertising Age (AA, Aug. 5, 1935):

"Cadillac-La Salle Goes to MacManus, John & Adams."

[redacted]
2 + 2 + 2 for only $99
Simmons Innerspring Mattresses
Simmons Box Springs
Metal Frames with 4 Casters
$5 DOWN
$5 MONTH
you get
heavenly comfort & restful sleep
on this handsome pair of extremely comfortable but firm
Hollywood Beds by Simmons makers of Beautyrest
The 2 mattresses are not to be confused with ordinary mattresses . . . they're extra thick (full 6 inches high) because they're built with more deep layers of felted cotton cushioning. Yet, firm body support is maintained by the exclusive "auto-lock" innerspring unit. Result: You get greater resiliency and "toss-free" sleeping. And this comfort will last for years thanks to extra-depth, 6-turn coils covered with sturdy sisal insulation, topped with durable striped ticking. Mattresses are guaranteed for 5 years. Headboards extra as low as $4.95 each.
The 2 box springs are scientifically designed to give just the right support for the firm and comfortable mattresses. Hardwood frame and steel-tied springs in these deluxe units. Guaranteed 5 years.
The 2 frames are of rigid tan-enameled steel and each have 4 tough nylon casters. This allows you to move the bed for easy cleaning without marring floors. Headboard attachments are included as part of the frame.
MAIL & PHONE ORDERS ACCEPTED
Phone FE. 5-4121
2 FREE PARKING LOTS across the street and around the corner on Main Street

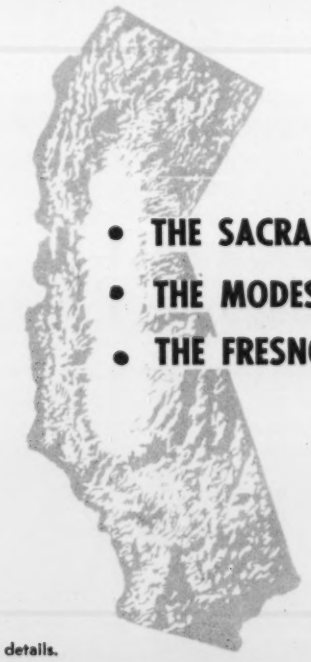
... like California without the Billion-Dollar Valley of the Bees

- **Actually, total effective buying income of more than $3 billion**
- **Greater retail sales than each of 23 states**
- **Not covered by San Francisco and Los Angeles newspapers**

The California market is bigger than you think. Bigger *inland* — where people have no ocean view but *do* have lots of money. And where the Bees are the favorite newspapers.

Once you get over the mountains, into the Valley and away fro the Coast, you're operating in rich new sales territory. Territo not covered by any newspapers other than the Bees.

Data source: Sales Management's 1959 copyrighted survey



- **THE SACRAMENTO BEE**
- **THE MODESTO BEE**
- **THE FRESNO BEE**

McCLATCHY NEWSPAPERS

NATIONAL REPRESENTATIVES . . . O'MARA & ORMSBEE

McClatchy gives national advertisers three types of discounts . . . **bulk, frequency** and a combined **bulk-frequency.** Check O'Mara & Ormsbee for details.

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Some Readers Liked Our Defense of Outdoor, and One Indignantly Scolds Us

To the Editor: Being a regular reader of both *Harper's* and ADVERTISING AGE I have been following the recent furor over the outdoor advertising industry with much interest—so much so that I feel compelled to also have my say. My wages are derived from the advertising business, but my reactions on this issue are strictly those of a member of the general buying public and I must say that your rebuttal to John Fischer's most recent editorial was singularly lacking in substance (AA, July 4). This is not entirely your fault inasmuch as your position is an extremely difficult one to defend with any reasonableness.

I find it difficult to share your belief that because the world cannot be 100% beautiful there is no point in striving for beauty in any percentage. You may feel that you have been able to justify billboard advertising from the industry's point of view, but the fact remains that a large portion of the general public just plain doesn't like it. Since acceptance by the public determines the success or failure of any advertising medium, perhaps it would be well to view the situation from this standpoint rather than whether it is simply another part of advertising—a necessary part of our economy—and therefore good.

Not all advertising is good or deserving of defense by the trade. Maybe after the outdoor industry has been sniped at from enough corners it will get the idea that it is not really too popular. Other media have been criticized for the manner in which they handle advertising, but I know of no concerted effort to abolish radio, television or newspapers as a public nuisance. To persist in using an unpopular medium is in essence trying to cram advertising down the public throat whether it is wanted or not—and what kind of public relations is that? Obviously the billboard companies don't give a damn how the public feels, as long as they sell their space, but the advertisers should.

Your comparison of outdoor advertising with third class mail is certainly a very apt one. Regardless of how Mr. Fischer might feel about this medium, it, too, is a particularly unwelcome form of advertising that is probably resented by more members of the buying public than its users would like to think. All that generally worthless clutter in the mailbox is just as irritating as the ugly billboards that constantly loom into view. That one has the option of putting down the paper or shutting off the radio or television is obvious. Only by becoming an isolated recluse can one escape the mailman and billboards.

Although the small vote received by *Harper's* is only to be expected from a magazine that does not claim to have mass circulation, the percentages there speak for themselves. The pro-billboard faction was not averse to a little stuffing of the ballot box and so approximately 50% of those votes can be discounted as not indicating a free public opinion. It is highly unlikely that the anti-billboard group was so well organized. Billboard advertisers might do well to study these percentages and realize that the total number of viewers means little when the majority response is negative.

Joyce M. Conklin,
Ann Arbor, Mich.

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To the Editor: We think the editorial . . . is such a forthright exposure of crooked thinking and misdirected emotionalism that we are sending copies to all our members and personnel.

Although, as you know, this medium has made remarkable progress in the areas of location of structures and physical appearance, it is by no means unreceptive to fairminded criticism. Your editorial is one more of the many constructive elements contributed by AA for the building of an even better edifice for all advertising.

W. F. Flower,
Vice-President, Director of Public Relations, Outdoor Advertising Inc., New York.

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To the Editor: . . . Some of the many critics of Howard Gossage's original piece dismissed it lightly as written with tongue in cheek and not intended to be taken too seriously. Mr. Gossage, they said, was just having some fun in his sophisticated way and no one should be disturbed.

But there can be no doubt in anyone's mind that John Fischer was in deadly earnest in his follow-up. And it can well be a destructive earnestness because, in advising readers to write protesting letters to advertisers, Mr. Fischer points out, "Most advertisers are surprisingly sensitive to protests from the customers they are trying to attract."

Therefore, while it would seem that both men are expressing purely personal prejudices in their writings, Mr. Gossage is likely to hurt only his clients, while Mr. Fischer may do serious damage to an entire industry.

Neither, in their official and responsible status, have that right. There is no doubt that all of the former's clients are readers of ADVERTISING AGE and that a good many of the latter's subscribers also are. Your fine editorial should help to convince both groups of the basic unfairness of the articles. And, let us hope, at least give the individuals concerned pause for reflection.

Robert L. Zimmerman,
Communications Counselors Inc., Chicago.

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Standard Consolidated Areas Describe New York, Chicago

To the Editor: You recall last January we had some correspondence about the confusion created by the Census Bureau arbitrarily splitting up the Chicago market into two areas, and their decision to create standard consolidated areas for New York and Chicago.

All of the other publications that print market guides have agreed to use the figures for the standard consolidated areas, and here are the Census Bureau's figures as well as the census of business figures showing the consolidated areas.

This is a reminder because in your recent release of Census figures you used the standard metropolitan area instead of the consolidated area.

Those of us who are interested in the matter feel it isn't a question of whether Chicago is second or third, but rather there is no basis for chopping off Lake County, Ind., from the Chicago area. This was one of the earliest standard metropolitan areas established, and I venture to say that most of the chain stores and big plants in that area are Chicago headquartered. In other words, that area is an organic part of Chicago.

Pierre D. Martineau,
Director of Research & Marketing, *Chicago Tribune.*

The Bureau of the Census, which broke the standard metropolitan New York and Chicago areas into parts, has established "Standard Consolidated Areas" for these cities from parts of the New York-Northeastern New Jersey and Chicago Standard Metropolitan Areas as they were constituted in 1950.

The New York consolidated area includes the metropolitan areas of New York City, Newark, Jersey City, Paterson-Clifton-Passaic, and Middlesex and Somerset Counties, New Jersey. Its 1960 *population is* 14,577,325, *up* 12.9% *since* 1950.

The Chicago consolidated area includes the standard metropolitan areas of Chicago and Gary-Hammond-East Chicago, Ind. Its 1960 *population is* 6,725,524, *an increase of* 20.4% *since* 1950.

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AA Article for Classroom Use

To the Editor: Your June 27 issue carried an article in the feature section entitled "Is Marketing Research Over-stressing Technique, Absolutes?", by A. R. Graustein Jr.

May I have permission to reproduce this article for classroom use? I believe it would be quite helpful for my marketing research students.

I would, of course, give credit to ADVERTISING AGE as copyright owner.

Homer Dalbey,
Assistant Professor of Business Administration, Oregon State College, Corvallis, Ore.

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Just Read Between the Lines

To the Editor: The ad which occupies the lower half of a two page spread (pages 18-19, AA, July 4) tells me to disregard headlines because "it's the footnotes that count." So I believe CBS-TV (who paid for the ad), and after reading the footnotes, come upon Pages 36-37, where more footnotes —this time at the top (by ABC-TV)—show me more "original" ad ideas.

I suppose NBC-TV will be next, with a copy block smack in dead center saying: "Never mind what it says on the edges . . ."

Larry Nightingale,
Copy Department, William J. Barber Associates, Jenkintown, Pa.

To the Editor: The coincidence to end all coincidences . . . asterisk, parentheses, footnote and all . . .

We'd be interested in knowing how many letters you receive calling your attention to [the] two double spreads . . .

E. Fred Franklin,
Franklin Associates, San Pedro, Cal.

Mr. Nightingale's and Mr. Franklin's letters are the only ones received up to presstime.

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Deteriorating Packages May Create Poor Product Image

To the Editor: Why doesn't somebody put the big think on food packaging? Take a quick survey of the refrigerator and pantry in any reasonably well-organized home and what do you find?

Well, here is what I noticed in about 35 seconds: Cheese tucked away in a mess of film and foil, rewrapped bacon (wax paper), a 10 lb. sack of flour that challenges both my patience and ingenuity in removing its contents without making a mess, several sugar and cereal packages, ditto, two loaves of bread, both having nothing better than a down-at-the-heels appearance to offer.

And, as an example of deficiencies in other product types of packaging, it was not ten minutes ago that I struggled to the expletive point to get at some dental floss entombed in a casket of plastic. (As you may have surmised by now, all of this issues from what I like to call, "creative refrigerator raiding.")

These are but a few examples of the terminal impact of present product packaging. An interminable list of products could be projected that have, because of packaging, first attracted, then distracted.

Positive product imagery comes rather expensive these days but still all of the creative effort of many fine products must face a moment of *poof!* in the minds of consumers as they observe package deterioration (and its subsequent association with the product) at nearly every glance.

A quick probe into the situation by the boys from the Vienna school might reach most any point of absurdity, viz., "Present product packaging practices manifest the impulse toward self-destruction, a subconscious transference of the fascination-fear of leprosy to that which is the source of vital experience." Then, again, on the positive side, they might offer, "Product packaging in its present state offers a harmless sublimation of hostility and, concomitantly, psychic catharsis. A deep sense of deprivation would be experienced in the event of any radical changes in the field of package design."

And so it would go, ad infinitum. But *what about* the matter of image-shattering product packaging?

John H. Nickelsen,
Account Executive, Sanders Co., El Paso.

• • •

But No Waiting for Service

To the Editor: I see by AA of June 13 that "The Vending Machine Era Now Begins." If many vending machines are like the ones I am forced to patronize, somebody better get out the drawing board and slide rule before the era gets much older. I could pay for one of the out of whack, out of change, out of merchandise monsters with the nickels that have been stolen from me before someone hung up the "out of order" sign.

Plus which there's no coffee machine that can duplicate a pretty waitress' smile as she serves me my drink in a sturdy, reassuring, comfortable china mug.

Frank Wall,
Chicago.

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A Fuss in the Clouds About A Can in the John, He Says

To the Editor: All the fuss about the Creative Man's comments on the Kohler of Kohler ad that showed only part of a bathroom seems to be firmly planted in the clouds (AA, July 4).

As far as I'm personally concerned, I'd rather see the "can" included in the ad—but who am I? For that matter, who are the soothsayers who write in to complain in high dudgeon that the CM is "some kind of a nut"?

The problem of whether to include the objectionable item in the ad or not hinges completely on a point of public relations. Would its inclusion offend more than it would inform?

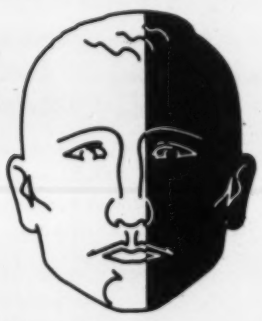
It seems obvious that if the answer is that its inclusion would not offend most people, the "can" should be shown—and that, I think, is what the CM was after when he said: ". . . Kohler would have a better advertisement, with much more selling power. . ."

I've always thought the CM comments were designed to make people think. But the angry denunciations in the July 4 issue of AA don't sound like thinking.

There are lots of products whose marketers spend a raft of money on "pretty" ads without sounding

First-Class Male!
That's What Advertisers Reach in
The Sporting News
National Baseball Weekly—St. Louis, Mo.
280,000 Copies Weekly
With 98% Male Readership
Largest Newsstand Sale of Any Sports Weekly
Published Weekly Since 1886—70 Continuous Years

The Memphis Market has two ears



WDIA alone reaches the other one!

When planning your budget for the Memphis market, *remember* that 40% of the population is Negro—over 1,500,000 people, who earn more than a billion dollars a year! *Remember* that the only medium that effectively sells this big, rich market is Memphis' 50,000 watt Negro-programmed WDIA. Top rated for 10 years, WDIA is more than a radio station, it's an advertising force. No matter what other media you use, 40% of your Memphis area budget must go to WDIA or you miss nearly half of this rich market! Write today for complete details!

ARCHIE S. GRINALDS, JR., Sales Mgr. EGMONT SONDERLING, President
BERT FERGUSON, Exec. Vice-Pres. Represented by THE BOLLING CO.

WDIA
OTHER SONDERLING STATIONS:
WOPA, OAK PARK, ILL. KDIA, OAKLAND, CALIF.

out the public first and then capitalizing to the hilt on the findings.

Jack Lane,
Austin & Lane, Chicago.

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Bi-Lingual Cliches, Large or Small, Are Welcome

To the Editor: One of our industrial clients received a request from a distributor in Lima, Peru, which read in part as follows (punctuation is the distributor's own):

"... We request that you send us some *cliches*, spanish if possible, or english, so we could use these for additional ads ... for our own folders, and for publication in local agricultural magazines ... The cliches you send us, should be suitable for small and medium sized ads ..."

True to the Gittins tradition of service, we combed our files for suitable cliches, but none could be found. No one on our staff can remember having seen even a small cliche in any of our copy. At length we sent proofs of a dozen ads, from which the distributor may cull whatever cliches he can find. After all, we decided, cliches often involve matters of taste and style—and even the best might lose something in translation anyway.

William O. Reading,
Bert S. Gittins Advertising, Milwaukee.

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How Many Parts of Vodka to Tang Did You Say?

To the Editor: Noel Duerden's letter on "Tang, Tang, Tang" in your July 14 issue reminded me of the confusion which results from the duplication of brand names. When Mrs. Obermeyer gave me her Saturday morning shopping list recently, the name Dash appeared on the list. I brought home enough detergent to keep our washer happy for many a year; meanwhile our dog went hungry.

The letter also reminds me of the time when an enterprising restaurateur opened an eating place in Atlantic City under the name of "Toot's Shore." He said it was perfectly logical because his wife's pet name was Toots and the place obviously was at the shore.

Speaking of General Foods' Tang, this, incidentally, makes a wonderful vodka mix. With this combination, Cudahy's cold cuts and Nalley's salad dressing seem more congruous.

Henry Obermeyer,
Vice-President and Manager, Bozell & Jacobs, Hartford.

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How Does Public View Admen Scrambling for Loot?

To the Editor: The advertising profession could do without the Crown Stations treasure hunts (AA, July 4) and the wild, screaming little boys and girls who made headlines as they scrambled madly for loot.

Too many people already think of advertising people as strange creatures disrupting their lives and comfort. They have just read with some disgust how influence peddlers resorted to payola to boost sales of certain products, and now there is brought before them a questionable scene of free Volkswagens, color tv sets, minks and air conditioners.

These media people should be ashamed of themselves.

Robert A. Kubicek,
Hearing Aid Division, Zenith Radio Corp., Chicago.

• • •

FM Reaches the Class

To the Editor: Thanks to Jim Woolf for his enjoyable and useful article entitled "Aim At The Top One-Half" (AA, June 6). This article is succinct and timely.

Perhaps he might find the subject of quality broadcasting sources to be one worth commenting on editorially. In particular I suggest that he investigate the types of quality broadcasting sources available.

As you may have surmised, I think that many fm "good music" stations represent an excellent means of getting "the class."

Norman H. Perreault Jr.,
WRFM, New York.

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Our Hungry Readers

To the Editor: It has been a long, long time since I have seen a more delicious juxtaposition than the one presented by your report (AA, July 11) of William K. Zinsser's "Horizon" article on the invasion of privacy and, a page turn later, the information that "hardly any man alive will escape August drive as diverse admen connive" to make known that August is to be National Sandwich Month.

Poesy aside, do you suppose Zinsser may have something there?

Saul Taishoff,
Walter Landor & Associates, San Francisco.

Eventually, why not now?

Sooner or later, Chicago admen discover there is a difference in the character of the service they should expect. That's why more and more are coming to insist on nothing less than the services of Century!

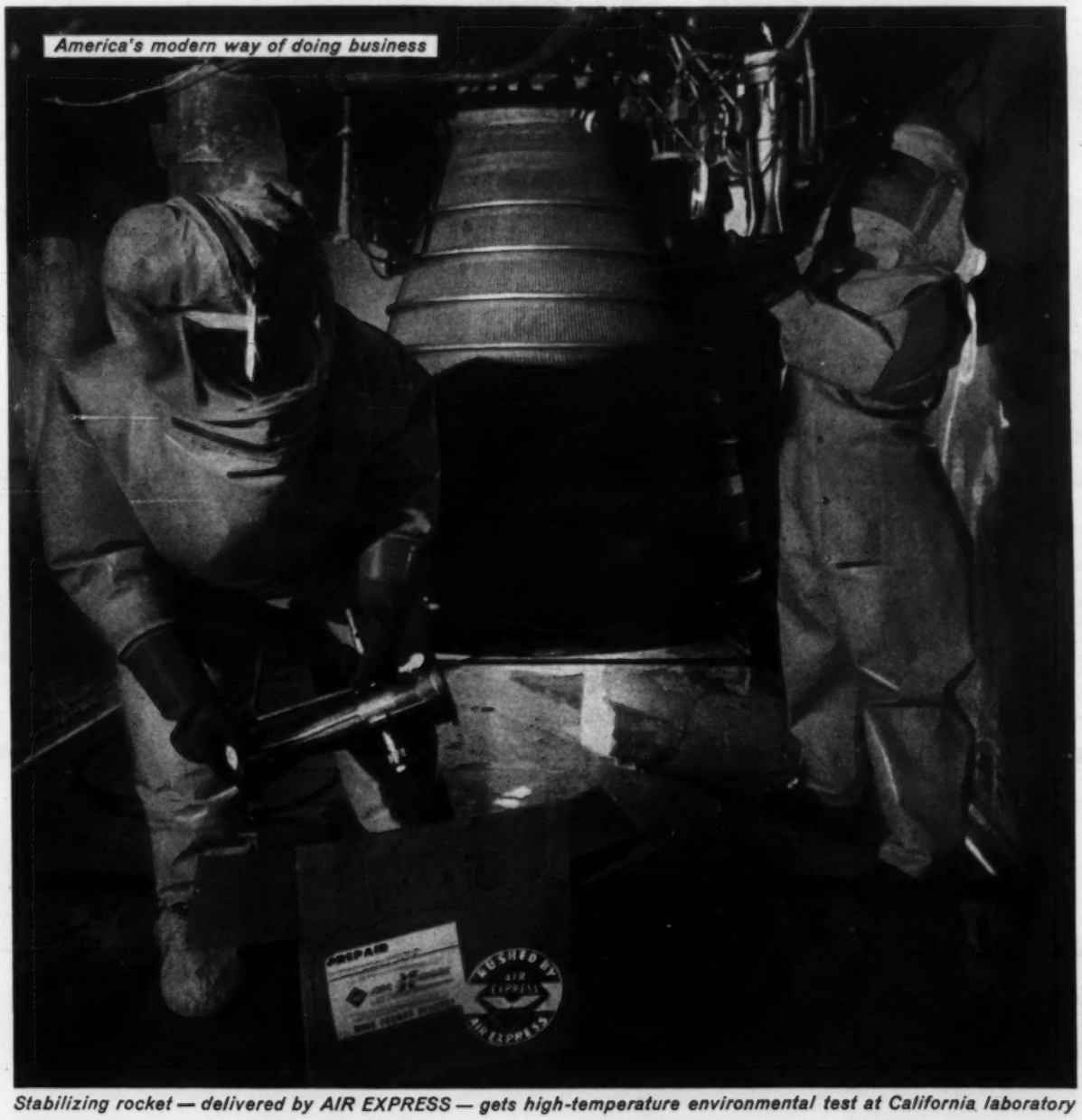
You can be certain with

CENTURY

ELECTROTYPE COMPANY, INC.

Electrotypes • Travis R.O.P. Glass Mats
Plastic Plates • B & W and Color Proofing
Duplicate Photoengravings

160 East Illinois St., Chicago 11 • DElaware 7-1541



Stabilizing rocket — delivered by AIR EXPRESS — gets high-temperature environmental test at California laboratory

Space rocket gets a lift from Air Express

These men aren't on their way to Mars—yet. But the amazing rocket they're perfecting brings that day closer and closer. Right now, they're putting its components through their paces at the North American-Rocketdyne field site in California. The little stabilizing rockets, about to be tested here, have already flown successfully—by AIR EXPRESS . . . the world's fastest, most dependable way to ship. If speed, kid-glove handling and dependable delivery —all at low cost—are vital to your business, always call AIR EXPRESS. And make sure your products, parts and new models are FIRST TO MARKET... FIRST TO SELL.

AIR EXPRESS

CALL AIR EXPRESS DIVISION OF RAILWAY EXPRESS AGENCY • GETS THERE FIRST VIA U. S. SCHEDULED AIRLINES

Versatile Adman ... Olaf Oloffson

Olaf Oloffson, a painter, had his first U.S. one-man show in May when 30 of his works were displayed at the Horace Mann School in New York. He never got to the show because he came down with hepatitis and spent three weeks in the hospital instead.

Mr. Oloffson, better known on Madison Ave. as a top-drawer medical copywriter, has been painting since 1942. He works in water colors, pen-and-ink and charcoal, and has had one-man shows in Monte Carlo and Hamburg.

At the present time, Mr. Oloffson has a rather unique employment situation: He works for two advertising agencies. On Mondays, Tuesdays and Wednesdays, he checks into Ogilvy, Benson & Mather, where he is a medical copy consultant on proprietary drugs and food accounts; on Thursdays and Fridays, he moves over to Shaller-Rubin Co., an agency heavy in ethical drug business, where he is a consulting creative director.

"One outlet where I can do exactly what I want."

■ Oloffson paintings have been exhibited at major New York jury shows for the past 16 years. He is a prolific producer. "I'm very impatient," he explains, "and I usually finish my paintings right on location."

On a two-month trip to Europe last year he did 50 paintings. One of them—a view of the Doge Palace in Venice—was completed in two and one-half hours. It will be shown at the Horace Mann exhibition, as will another Venice painting of the Santa Maria della Salute church. (These are shown in the accompanying pictures.)

Mr. Oloffson is ready to pull out his palette at any time. He won a prize last year for a painting he did while attending the American Medical Assn. meeting in San Francisco in 1958. He was in his room at the Mark Hopkins at 10:30 p.m., with nothing to do, and he proceeded to do a night scene of San Francisco from his window.

■ He has not made a great deal of money with his paintings but he treasures his hobby as the "one outlet where I can do exactly what I want." He also treasures his experiences—the people he meets while painting on the streets.

It is difficult to get a showing in the top art galleries in New York. According to Mr. Oloffson, they don't pay any attention to you until you become a fad or "unless you are dead."

He tells of the time he exhibited a painting bearing a $200 price-tag and a would-be buyer who found out that Oloffson worked for his living in advertising offered him

"I usually finish my paintings right on location."

$100 for it. When Mr. Oloffson suggested that perhaps they could meet half-way, the prospect became very irritated and barked, "Oh, no, none of this Madison Ave. haggling." There was no sale.

Mr. Oloffson reports that at his Monte Carlo showing last year, "I got excellent press notices, but I didn't sell a single painting."

■ Mr. Oloffson is versatile on a number of counts: Born in Haiti of Scandinavian-French parents, he crossed the Atlantic 10 times before he was nine years old; he speaks English, French, German, Spanish and Italian, plus the French patois spoken by the Haitians.

Educated in Hamburg, he got his early business experience in banking and export-import, working in Germany, Switzerland, Haiti and the U.S. He came to the U.S. permanently in 1929 and worked for seven years at Panagra, the Latin American airline jointly owned by Pan American and W. R. Grace.

■ He entered the pharmaceutical business in 1938 and has switched back and forth from the client to the agency side—"purposely," he says. He first spent seven years with Wyeth Laboratories, starting as a detail man and then becoming professional service director and pharmaceutical sales training manager; in 1945, he moved to Noyes & Sproul as a copywriter; in 1948, he returned to the client side, first as sales manager of the professional division of Chesebrough-Pond's and then as advertising and promotion manager of Ives-Cameron; in 1954, he became copy chief at Cortez F. Enloe Inc. and in 1957 he moved to Ted Bates & Co. as copy and group head on Wallace Laboratories (Miltown); he left Bates last year. #

Burroughs Names Cavill to New International Division Post

R. C. Cavill has been named general sales manager for the international division of Burroughs Corp., Detroit. He is slated to become manager of a new Sterling Area management-manufacturing-marketing organization.

Mr. Cavill has been managing director of Burroughs Adding Machine Ltd., of Great Britain. He joined the Burroughs sales organization in Toronto in 1939, was named sales manager of the British organization in 1954, was named general marketing manager in 1957 and in 1958 was promoted to managing director. Mr. Cavill succeeds E. G. Wallace, who has been named president and managing director of a new Burroughs company to be based in Fribourg, Switzerland,

Choate & Givens Bows

A new advertising, marketing and public relations company, Choate & Givens, has been formed in San Mateo, Cal., with offices at 1117 S. B. St. Partners are Stuart K. Choate, former operator of Choate Advertising, and Joseph C. Givens, formerly with Westinghouse Electric Supply Corp.

Chain Belt Names Pfeifer

Chain Belt Co., Milwaukee, has appointed G. Herbert Pfeifer director of product merchandising and public relations. Mr. Pfeifer, formerly manager of sales promotion and advertising, joined the company in 1933.

Avery Label Names Pearson

In line with a reorganization of its marketing activity, Avery Label Co., Monrovia, Cal., has appointed Richard J. Pearson director of marketing. Mr. Pearson was formerly merchandising manager of Revell Inc., Venice, Cal.

Cory Opens Consultant Service

David C. Cory has resigned as an account executive with J. Walter Thompson Co. to open an independent marketing consultant service at 28 Park Place, Englewood, N.J.

Cullen Joins Hill as VP

Paul H. Hill Associates, Chicago, marketing consultant, has appointed Lawrence J. Cullen vp and general manager. Mr. Cullen was formerly exec vp of Wilson-Saylor-Ware, Chicago agency.

Baker Joins Litton Industries

Berkeley J. Baker, former advertising manager of Eitel-McCullough, San Carlos, Cal., has been named advertising manager of the electron tube division of Litton Industries, San Carlos.

What do you know about this

$5½ BILLION MARKET?

The baking industry is one of the most important segments of the entire food business, accounting for more than 10% of total food volume. For more than 73 years, the magazine BAKING INDUSTRY has proved its sales power with bakery wholesalers and retailers and home service and chain store bakeries. • In BAKING INDUSTRY, your ads get coverage in depth because of editorial leadership that guarantees . . . as proved by Readex . . . advertising effectiveness. • There are 26% more exclusive advertisers in BAKING INDUSTRY than any other national bakery magazine. • Call any of our 5 offices and let our representative give you the convincing, factual story on BAKING INDUSTRY and the many special services we have to offer to our advertisers.

CHICAGO 3 • 105 West Adams Street • ANdover 3-1800
NEW YORK 36 • 500 Fifth Avenue • LOngacre 4-2233
WASHINGTON 4, D.C. • 1319 F Street, N.W. • ME 8-6707
LOS ANGELES 57 • The Maurice A. Kimball Co., Inc. • 2550 Beverly Boulevard • DUnkirk 8-6178
SAN FRANCISCO 5 • The Maurice A. Kimball Co., Inc. • 681 Market Street • EXbrook 2-3365

JUST ASK FOR MARIE . . .
Call WAbash 2-8655!

Let Marie handle your complete mailings — including addressographing, addressing, multigraphing, fill-in on multigraphed letters and planographing.

Marie keeps your Mailing List up-to-date too and frees you from all the detail work.

Direct Mail has been our business for 30 years. We pick up your rush copy, give quick service, do accurate work and guarantee prompt delivery.

The Letter Shop Inc.
431 S. Dearborn St. • Chicago 5, Illinois

ANOTHER CITIZEN HEARD FROM...*thanks to Advertising*

In the excitement of an election year we sometimes forget little details. Like who all the oratory is really aimed at, for instance. And where the ultimate responsibility in a democracy really lies. One of Advertising's most important jobs in the coming months is to refresh that memory: to remind each of us that having an intelligent voice in the people's choice takes more than just a preference—it takes effort.

Proud of your profession? You should be.
And by the way, have you registered?

ADVERTISING COUNCIL · PUBLIC SERVICE ·

COLOR KEYED—*Coty Inc., New York, will run this color spread in the August Ladies' Home Journal, McCall's, Seventeen and Vogue as part of its "Keyed-to-you" color campaign. One-minute commercials (right) are scheduled on three ABC-TV shows ("American Bandstand," "Bob Cummings Show," "Day in Court") and two NBC-TV shows ("Play Your Hunch" and "Young Dr. Malone"). Spot tv will be used also in 35 markets. The largest single promotion in Coty's history, the campaign keys lipstick and nail polish shades to a woman's complexion and costume. Stores in more than 100 markets are tying in. Batten, Barton, Durstine & Osborn, New York, is the agency.*

Gilbert Sets Yule Push; Half in Print, Half in Network TV

NEW HAVEN, CONN., July 19—Toy makers must do their Christmas ad shopping early.

A. C. Gilbert Co. has already set its Yuletide campaign, which will be devoted about half to network television and half to print. The toy manufacturer, which used both spot and network tv last year, will put all of its tv budget this year in network. It has ordered 18 one-minute participations on ABC-TV kid strips—"Captain Gallant," "Rin Tin Tin," "Lone Ranger" and "Rocky and His Friends"—to be run Nov. 15 through Dec. 22.

Half of the tv film commercials will be devoted to Gilbert's new American Flyer stock car racer, introduced last March, and the other half to the American Flyer trains. The company plans to develop its stock cars to a full line eventually.

■ The print ads will promote the science toy line, which includes erector sets, chemistry sets, microscope sets and radio sets. Pages will be used in the Dec. 5 Metro Sunday comics network in 27 cities. Newspaper ads also will be run in New York, Philadelphia, Pittsburgh, Chicago, Los Angeles and San Francisco during late November and early December.

Color pages will be placed in the December issue of *Boys' Life, Junior Scholastic, Mechanics Illustrated* and *Science & Mechanics*, and three pages each in December *Popular Mechanics* and *Popular Science*.

Gilbert will spend more money on in-store displays during the Christmas season than any time during the past 10 years. Most of the displays will be of the action variety.

Banning Repplier Advertising, Hamden, Conn., is Gilbert's agency.

Odo-Ro-No Tests Deodorant

Northam Warren Corp. is marketing a roll-on deodorant with an adjustable roll-on device, in Springfield, Columbus, Miami, Los Angeles and Minneapolis-St. Paul. Newspaper color and b&w ads, plus radio are being used for the 89¢ product, called Odo-Ro-No Adjusta-Roll. One of the headline themes is "Now a new roll-on deodorant that adjusts to you and your needs instantly!" Ellington & Co., New York, is the agency.

Ford Will Run Sales Schools for Employes and Dealers

Ford Motor Co. will establish a chain of retail sales and marketing schools for company and dealer personnel. The program follows the success of the Marketing Institute, set up by Ford last year in Hackensack, N.J. The first of the new training centers will open this summer in Chicago and Dallas.

Ford's Marketing Institute began classroom operations in June, 1959. It now has a staff of nine and offers 11 courses, varying in length from one to 10 days. More than 1,500 Ford people already have attended classes there. Among the courses are: "Truck Sales Management," "Basic Retail Selling," "Prospecting Techniques," "Parts Merchandising" and "Dealership Rehabilitation."

'Seventeen' Names Three

Seventeen, New York, has named William D. Swaney, formerly eastern advertising manager, advertising manager, a new title. Succeeding Mr. Swaney is Andrew MacLeod, formerly eastern sales manager, a title that has been eliminated. Allan Taylor, ad director of *Seventeen*, continues in that post. *Seventeen* also has named Neil R. Butwin, formerly with *Glamour Incorporating Charm*, to its sales staff.

'SI' Promotes Three

Alan G. Skelly, formerly head of the presentations staff of *Sports Illustrated*, New York, has been named assistant to the publisher, a new post. Mr. Skelly has been with the magazine since its founding six years ago. *Sports Illustrated* also has appointed Richard M. Gangel, formerly with *Life*, art director, succeeding Jerome Snyder, who becomes director of special products.

'Tribune' Names Knoch

Joanne Knoch, financial news writer of the *Chicago Tribune*, has been named to edit a weekly advertising news column for the *Tribune*. Miss Knoch succeeds Ray Ellis, who remains as automotive editor.

Baldwin Joins Clinton Frank

R. Bruce Baldwin has joined Clinton E. Frank Inc., Chicago, as a copy supervisor. He formerly was vp and creative director of John W. Shaw Advertising, Chicago.

Ellis Joins Allston, Smith

Thomas J. Ellis, New York media director of Grant Advertising for the past eight years, has joined Allston, Smith & Somple, Greenwich, Conn., as director of media planning and purchasing.

Two Name Devney-O'Connell

KGHL, Billings, Mont., formerly handled by Katz Agency, and WVEC, Hampton, Va., previously with Weed Radio Corp., have appointed Devney-O'Connell as their national representative.

Network Radio's Top Advertisers*

Based on Four Weeks Ending June 5, 1960

Copyright by A. C. Nielsen Co.

Home Broadcasts

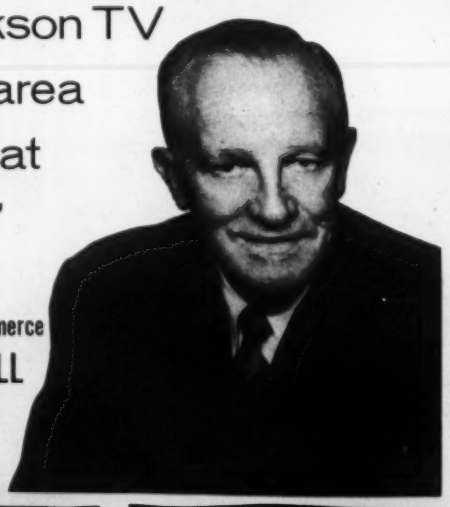
Rank	Advertiser	No. of B'dcsts	Total Home-B'dcsts Delivered (000)
1	Pepsi-Cola Co. (4 Nets)	544	234,535
2	Electric Autolite Co. (NBC)	168	122,938
3	Renault Inc. (NBC)	166	119,322
4	R. J. Reynolds Tobacco (4 Nets)	300	108,446
5	Pharmaco Inc. (ABC, MBS)	382	94,989
6	Metropolitan Life Ins. (NBC)	125	88,372
7	General Mills Inc. (4 Nets)	224	85,063
8	Kellogg Co. (CBS)	80	58,160
9	Time Inc. (NBC)	85	57,212
10	Ex-Lax Inc. (4 Nets)	125	50,243
11	Radio Corp. of America (NBC)	88	49,007
12	Automotive-American Motors (NBC)	88	49,007
13	Liggett & Myers Tobacco (CBS, MBS)	144	40,048
14	Chevrolet-General Motors (CBS)	48	33,282
15	Wagner Electric Corp. (NBC)	42	33,229
16	A. E. Staley Mfg. Co. (CBS)	39	30,757
17	Grove Div.-Bristol-Myers (CBS)	39	29,574
18	General Insurance Co. (NBC)	52	27,298
19	Sylvania Electric Products (CBS, NBC)	39	25,964
20	Aluminum Co. of America (CBS, NBC)	34	25,713

Commercial Minutes

Rank	Advertiser	No. Comm'l Mins. Aired	Total Comm'l Min. Del'd (000)
1	Pepsi-Cola Co. (4 Nets)	187	91,612
2	General Mills (4 Nets)	247	87,534
3	Electric Autolite Co. (NBC)	126	86,149
4	Renault Inc. (NBC)	125	83,867
5	Metropolitan Life Ins. (NBC)	105	70,068
6	Pharmaco Inc. (ABC, MBS)	287	64,583
7	R. J. Reynolds Tobacco (4 Nets)	193	62,881
8	Chevrolet-General Motors (CBS)	72	46,597
9	Wm. Wrigley Jr. Co. (CBS)	96	43,854
10	Time Inc. (NBC)	63	37,026
11	Kellogg Co. (CBS)	57	36,511
12	Radio Corp. of America (NBC)	66	33,916
13	Automotive-American Motors (NBC)	66	33,719
14	Ex-Lax Inc. (4 Nets)	76	31,824
15	Sterling Drug Co. (CBS, MBS)	86	28,789
16	Liggett & Myers Tobacco (CBS, MBS)	112	28,243
17	A. E. Staley Mfg. Co. (CBS)	39	28,186
18	Sylvania Electric Products (CBS, NBC)	43	27,668
19	Oldsmobile-General Motors (CBS)	43	27,148
20	Curtis Publishing Co. (4 Nets)	44	27,001

*Ranked by total home broadcasts delivered and by total commercial minutes delivered for individual advertisers by all programs and participation on all radio networks used.

"America looks to the South for economic growth, and the Jackson TV market area leads that growth."



Past President, U.S. Chamber of Commerce
BOYD CAMPBELL
Pres., Mississippi School Supply

WJTV Katz 12 WLBT Hollingbery 3

Serving the Jackson, Miss., Television Market

TRENTON TOPS THE DELAWARE VALLEY

Trenton, 30 miles above Philadelphia, spends more per household on retail sales than any other DelVal city.

AND THE "TIMES" IS TOPS IN TRENTON!

From the standpoint of newspapers, the Trenton Times dominates its market. Covers 73% of metropolitan area households, 96% of city zone. Beats the Trenton coverage of Philadelphia papers 10 times over.

TRENTON TIMES

Represented by SAWYER-FERGUSON-WALKER CO.

Tallant Davis Allebaugh Broyles

NEW OFFICERS—*New executive lineup at Galen E. Broyles Co., Denver, includes Galen E. Broyles, chairman of the board; Frank I. Allebaugh, president; Claude E. Davis, exec vp; and Ellis J. Tallant, administrative vp.*

Broyles Is Chairman, Allebaugh Becomes Agency President

DENVER, July 20—Galen E. Broyles, president of Galen E. Broyles Co., has been elected to the new post of chairman of the board. Mr. Broyles, who founded the agency in 1933 as a one-man shop, will remain active in the agency's operation.

At the same time Frank I. Allebaugh, former exec vp, has been named to succeed Mr. Broyles as president, and Claude E. Davis has moved up to exec vp. Ellis J. Tallant has been appointed administrative vp.

■ The agency says it will bill $2,000,000 in the next fiscal year.

It handles advertising accounts in five general categories: Industrial, consumer, financial, travel and educational—both domestic and international. Broyles employs 25 people. #

ANPA-Four A's Print New Report to Aid Dailies' Ad Quality

NEW YORK, July 19—A new report to help improve the printing quality of advertising in newspapers is being made available to all advertising agencies and daily newspapers.

The report, tenth in a series published by the joint committee on newspaper printing of the American Newspaper Publishers Assn. and the American Assn. of Advertising Agencies, is aimed at eliminating much of the guesswork that goes into b&w reproduction. It replaces two reports issued 10 years ago.

■ "We cannot escape the fact that a loss of contrast and detail will occur in the newspaper printing process," the report said. "For best results, art should not be viewed solely as such, but in the light of its ultimate purpose—for reproduction in newspapers. Art selection should not be based on guesswork as to what should or should not reproduce well, but upon the facts as to what actually does or does not produce good results."

The "facts," as the specialists on the committee see them, are presented in the 44-page newsprint booklet. A limited number of copies are available from the ANPA Research Institute and the Four A's, New York. #

WTOL-FM Starts Broadcasting

WTOL-FM, new Toledo radio outlet, began broadcasting this month. The 50,000-watt station is owned by Community Broadcasting Co., which operates WTOL and WTOL-TV, Toledo. Thomas S. Bretherton is vp and general manager of the new station.

Chrysler Corp. to Probe Exec Holdings in Wake of Newberg

DETROIT, July 22—Further investigations of holdings of top executives of Chrysler Corp. in companies acting as vendors to the company are expected following revelation Thursday that William C. Newberg, who resigned as president June 30 after holding that office only 10 weeks, would pay to Chrysler more than $450,000 made by him from his interests in such supplier companies.

The announcement of Mr. Newberg's agreement to make such payment came after a special Chrysler board meeting in New York. The supplier firms involved were not named.

■ Chrysler first said Mr. Newberg's resignation came from disagreement over company policies. Later the company said an investigation instituted by L. L. Colbert, chairman, revealed Mr. Newberg's other interests. Mr. Colbert himself at the April 19 meeting of stockholders replied to charges of "featherbedding, payola and nepotism" on the part of Chrysler officials by Sol A. Dann, a Detroit attorney with large Chrysler stock holdings, by saying neither he nor his family have owned stock in vendor companies, nor did he know of other officers or directors who did.

Mr. Colbert's subsequent investigation appears to have shown Mr. Newberg had such holdings and the New York meeting found Mr. Newberg in agreement to the settlement mentioned. He said: "I entered into the questioned relationships with the vendor companies after advice of counsel and in the belief they were in the interests of the corporation."

Earlier this year, Chrysler reshuffled its advertising account, cutting Ross Roy Inc. and Grant Advertising off the agency list, and consolidating their business in Batten, Barton, Durstine & Osborn and N. W. Ayer & Son. #

Emerson Names Algyer

Harvey Emerson Enterprises, Fallbrook, Cal., has named Kae Algyer Advertising, Los Angeles, to handle its advertising. The Emerson company includes Candy & Cake Craft Institute, Candlecraft Institute, both home instruction plans, and General Supplies Co. A budget of $50,000 will be used in consumer, farm and trade publications.

Two Appoint Kettell-Carter

WLYN, Lynn, Mass., and WTSA, Brattleboro, Vt., have appointed Kettell-Carter as their New England representative. The radio stations are represented nationally by Walker-Rawalt Co. The stations are owned by Puritan Network.

Last Minute News Flashes

J. H. Wood Named Publisher of 'Chicago Tribune'

CHICAGO, July 22—Jay Howard Wood was named publisher of the *Chicago Tribune* and president of Tribune Co. today. Mr. Wood, general manager of the *Tribune* and vp, Tribune Co., since 1955, succeeds the late Chesser Campbell (AA, July 18). Mr. Wood continues as president of WGN Inc. W. D. Maxwell, vp of Tribune Co., has been named to the new post of 1st vp and continues as editor of the *Tribune*. Harold Grumhaus, formerly production manager of the *Tribune*, has been promoted to vp of Tribune Co. and business manager, succeeding C. E. McKittrick, who becomes assistant to the publisher. Walter C. Kurz, *Tribune* advertising manager, becomes director of sales and vp of Tribune Co.

Photostat Corp. to Lambert & Feasley

ROCHESTER, N. Y., July 22—Photostat Corp., wholly-owned subsidiary of Itek Corp., has named Lambert & Feasley, New York, to handle all its corporate and product advertising. The account had been with Rumrill Co. here.

Ruberoid Moves to Kastor, Hilton from F&S&R

NEW YORK, July 22—Ruberoid Co., manufacturer of roofing and siding materials and mastic floor tile, has appointed Kastor, Hilton, Chesley, Clifford & Atherton to handle its advertising, effective Jan. 1. The present agency is Fuller & Smith & Ross. One reason cited for the change is that F&S&R also handles Aluminum Co. of America, producer of aluminum siding which is in "direct competition" with Ruberoid products. On July 1, Richard White, account executive on Ruberoid at F&S&R, joined Ruberoid as ad director, succeeding J. Maurice Hoare, who retired (AA, June 20).

BBDO Shifts Bristow; Other Late News

• **Batten, Barton, Durstine & Osborn** has transferred Jack M. Bristow, formerly vp and manager of the Cleveland office, to Chicago as account supervisor on the W. A. Sheaffer Pen Co. account, a new title. John H. Fogarty, formerly a vp in BBDO's Buffalo office, has been named vp in charge of the Cleveland office, succeeding Mr. Bristow.

• **Magazine Advertising Bureau** of Magazine Publishers Assn. reports that association advertisers in 1959 spent more than $58,000,000 in three major media, an increase of 22% over 1958. Of the 182 association advertisers who spent at least $25,000 in one of the three media, 152 used magazines, 76 used newspapers and 10 used network tv.

• **The Saturday Evening Post** will raise its circulation base from 6,250,000 to 6,500,000, effective with the Feb. 11 issue, and rates will be increased as follows: Basic b&w page from $28,000 to $29,680; four-color page from $41,745 to $44,250.

• **Frank Brill**, formerly an account executive for MCA TV, has been promoted to manager of the New York office of the MCA TV film syndication division. He succeeds Wynn Nathan, who left to form his own tv producers' representative company.

• **Sunbeam Corp.**, Chicago, will introduce a new electric shaver this week. This reportedly is the product to be handled by Foote, Cone & Belding, Chicago, which was added to the company's agency roster earlier this year (AA, April 18). Perrin-Paus Co., Chicago, handles other Sunbeam products, including its present Rollmaster shaver.

• **William J. McCartney** has resigned as a product group supervisor in the marketing department of Helene Curtis Industries, Chicago. He did not announce future plans.

• **Kimberly-Clark Corp.**, Neenah, Wis., has appointed Creative Group Inc., Appleton, Wis., to handle advertising for its cotton fiber and sulphite business papers. The account, which bills more than $100,000, formerly was handled by Burnet-Kuhn Advertising, Chicago.

• **A preliminary injunction**, which restrains Freewax Corp. division of Chemical Corp. of America from using the slogan, "Where there's life, there's bugs," in its advertising, was issued yesterday (July 21) in U. S. district court, Tallahassee, Fla. The injunction was sought by Anheuser-Busch Inc., which last week obtained a similar order in a Chicago court against Fred A. Niles Productions, which was producing broadcast commercials for Freewax using the slogan (AA, July 18).

• **Shavinol**, a pre-shave product of Royson-Shavinol, Chicago, is preparing a national ad campaign expected to be complete in August. The product, a liquid razor-glide applied before lather or cream, has been marketed in Chicago for about a year, using cooperative advertising with Walgreen Co. in newspapers.

• **Richard P. Jones**, vp and media manager at J. Walter Thompson Co., has been named director of media, succeeding Arthur A. Porter, who will now give his full time to account management.

• **Charles W. Bohmer Jr.**, manager of industrial and consumer sales for the Esso Standard division of Humble Oil & Refining, will become assistant in marketing to Humble's vp and marketing director, D. W. Ramsey Jr., on Aug. 1. He will work in the Houston headquarters.

• **California Physicians Service**, the Blue Shield plan, has named Gumpertz, Bentley & Dolan, Los Angeles, its agency, effective Oct. 10. The agency now handles all advertising for the plan, having previously been responsible for direct mail and promotions, but not commissionable media, which was placed by Hoefer, Dieterich & Brown, San Francisco. The current advertising budget is about $150,000. Bill Bentley, account supervisor, has directed all CPS direct mail since 1955.

• **Airtemp division** of Chrysler Corp.—headquartered in Dayton, O.—has shifted its advertising account from the Detroit to the New York office of Grant Advertising. Richard R. Routh Jr., director of advertising, said the division will spend $1,000,000 in advertising in the coming year. Allan B. Clamage, Airtemp account executive in Detroit, will move to New York as account supervisor.

• **Klau-Van Pietersom-Dunlap**, Milwaukee, has resigned Standard Conveyor Co., St. Paul, Minn., "because of a product conflict." KVPD has Link-Belt, which is also in the conveyor field.

• **Postmaster General Arthur Summerfield** said in Chicago today (July 22) that he will retire from his cabinet post regardless of which party wins in November. He was an auto dealer in Flint, Mich., before he joined the cabinet.

NEW THEME—*This color page in the September Better Homes & Gardens and McCall's will introduce Magic Chef's new theme, "I'm in love with a wonderful buy."*

Magic Chef Ranges Will Get $600,000 Push—50% in Co-op

CLEVELAND, TENN., July 20—Magic Chef is introducing its 1961 line of gas ranges with a $600,000-plus campaign. Magazines, cooperative advertising and business publications will be used.

The consumer ads are built around the theme, "I'm in love with a wonderful buy." The pictures show a joyous homemaker dramatizing the "freedom from the kitchen" made possible by her new Magic Chef range.

William H. Ferriss, director of advertising and marketing, points out that "We are continuing the 'freedom from the kitchen' approach for the second straight year, and are steering clear of the usual idea of showing a range in a dream kitchen setting."

■ Starting in September issues, color page ads will appear in *Better Homes & Gardens* and *McCall's*, plus fractional pages in *Good Housekeeping, Ladies' Home Journal, Living for Young Homemakers* and *Parents'*.

The "wonderful buy" theme is also used in the merchandising kit for dealers. The kit includes trade catalogs, consumer mailers, window streamers, radio and tv spots, newspaper ad mats, handbooks for dealer salesmen, folders describing new product features, and a Dial-A-Magic Roasting Wheel and Menu Planner. A little less than half of the budget is going for co-op advertising.

■ For the trade campaign, the theme is "1960, the year of the big switch to Magic Chef." The ads point out the number of appliance and furniture dealers and department stores that have switched to Magic Chef during the year.

The business paper list comprises *American Builder, Building Supply News, Butane-Propane News, House & Home, Practical Builder, Gas Age, Heating & Gas Appliance Merchandising, Electrical Merchandising Week* and *Mart*.

D'Arcy Advertising Co., Atlanta, is the agency for Magic Chef, a division of Dixie-Products. #

Friedman Adds Account

V. E. Friedman Associates, New York, has been named by the Fluorescent Lighting Assn., New York, to promote the industrial and institutional use of cold cathode lighting.

U.S. Tobacco Buys Nut Co.

U. S. Tobacco Co., New York, will acquire Lummis & Co., Philadelphia, nut packer and wholesaler, on Aug. 1. Lummis & Co. had net sales of $6,800,000 last year.

Halt National, Retail Ad Rate Spread: Sawyer

(Continued from Page 1)

differential is the main reason companies are spending their national advertising dollars in other media. He also asserted that agencies are losing commissions because advertisers are spending more money in co-op advertising.

Mr. Sawyer pointed out that the newspaper field's share of the national advertising dollar has declined from 29% in 1950 to 20.9% in 1959. During this period, newspaper costs jumped 46% while circulation increased only 7%, he said.

■ Asserting that national advertisers recognize that newspapers' costs of doing business are increasing every year, Mr. Sawyer charged that "too often, though, a disproportionate share of the increase falls on the national advertiser. However, without a doubt, the primary reason for the generally negative attitude of these advertisers toward newspapers is the increasing spread between retail and national rates.

"Most national advertisers take the position that the reasons that existed years ago for two separate rate cards—one for local retail accounts, one for national accounts—no longer exist," Mr. Sawyer said.

"The small 'mom and pop' grocery store is slowly going out of the picture—department stores now have branches all over the market. Consequently, local retailers, certainly the ones that are doing any appreciable advertising, can and do utilize all the circulation of the newspapers.

"Yet newspapers still have two different rate structures with the national rate—on the average—65% higher than the local rate. These figures are based on 20,000-line contracts."

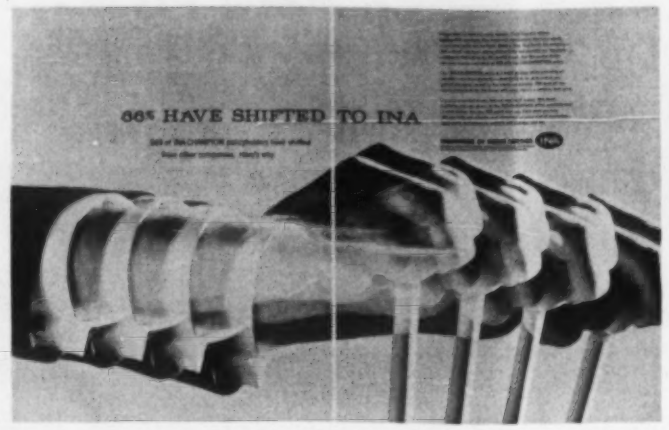
■ Mr. Sawyer warned his audience that the whole question of rate differential "is again reaching a boiling point. What the advertiser deplores most of all is when a newspaper passes the burden of his rate increase onto the national advertiser and follows a policy of rate appeasement in dealing with his retailer. As a result of this differential, many national advertisers are spending more money in co-op advertising that would ordinarily be placed as national."

Mr. Sawyer said he was told by an agency friend that about $2 billion was spent on co-op advertising last year, or 15% of all advertising. "Agencies are becoming increasingly alarmed at this growing co-op situation," he said. "For one thing, the agency loses all control over their advertising; and then, perhaps even more important, is the fact that the agency receives no commission on this huge expenditure even though, in most cases, they prepare the ads."

Predicting that newspaper rates will continue to increase in the future because of rising costs, Mr. Sawyer suggested that "when these rate increases are made you proportion the increase equally between national and retail.

■ "Newspaper representatives, our company included, must share some of the blame for this ever-widening spread," Mr. Sawyer said. "Whenever one of our papers asks for a recommendation on rate increases, we analyze rates of other newspapers in comparable circulation brackets and then recommend the highest that we think the traffic will bear without regard to what is being done toward increasing rates.

"Often under this system the national rate per cent of increase may be double that of the retailer. Over the years, this rationalization of what the traffic will bear is one of the reasons for this ever-widening rate differential spread. Let me assure you that in the future I for one will be much more prudent in my rate recommendations to our publishers." #



STOP-MOTION—*Insurance Co. of North America, Philadelphia, is using stop-motion photography in a series of four b&w bleed spreads in The Saturday Evening Post in July and August. N. W. Ayer & Son is the agency.*

Ketchum, MacLeod Names 3

Ketchum, MacLeod & Grove, Pittsburgh, has appointed Charles E. Van Voorhis and Maxfield S. Gibbons vps. Mr. Van Voorhis joined the agency in 1957 as an account supervisor. Mr. Gibbons, who is in the New York office, joined the agency in 1946 as an account assistant. At the same time Victor F. Boero, former advertising design instructor at Paeir School of Applied Art, New Haven, Conn., has joined the agency's New York office as an art director.

CBS Sales Soar Abroad

Ralph M. Baruch, director of international sales for CBS Films Inc., reports that the company's international business during the first five months of 1960 increased 45.2% over the comparable 1959 period. He said sales were up 455% on the European continent, 159% in Japan, 56.9% in Australia, 50.9% in Canada, 44.6% in Latin America and 15.2% in Britain.

A MALCOLM DAY PREVIEW FOR SAN GABRIEL VALLEY RESIDENTS! KIDS UNDER 10 CLIP THIS MAN'S MALCOLM-TYPE BEARD. VISIT
PACIFIC OCEAN PARK FREE
WHEN ACCOMPANIED BY AN ADULT!!!!!!
SPECIAL MALCOLM-TYPE BEARD OFFER
GOOD MONDAY, JULY 11th ONLY!
Admission includes all rides and attractions. Everybody $1.50 (Save with beard) Doors open 10:30 a.m. daily in Santa Monica!
Clip now! Cut on dotted line with Malcolm-type scissors! If beard too hard to clip, bring whole page!
PACIFIC OCEAN PARK

BEAVERISH COUPON—*Pacific Ocean Park, Santa Monica, Cal., amusement park, is asking kids to clip and wear the beard off this ad to get free admittance, with paying adult. If it works, the park will abandon coupons, ask kids to clip flower bouquets, etc. Fuller & Smith & Ross is the agency.*

Conoco Splits With B&B, Seeks New Agency Home

(Continued from Page 1)

about three months from now.

■ There was a Madison Ave. story abroad today that Benton & Bowles tendered its resignation to Conoco only after the client learned of the solicitation of Shell. This was denied, however, by Atherton W. Hobler, who said Conoco was a "sectional" account and would probably always be that. He added that there had been a possibility that Benton & Bowles could have handled both companies—but each indicated they thought the situation was "competitive."

Mr. Hobler said his agency submitted its resignation to Conoco and then made its unsuccessful presentation for the Shell business.

Meanwhile, Mr. Hattwick was believed to be looking for a top shop—not necessarily a billings leader—but one with real creative ability and a reputation for creative research. It was understood that Conoco would not limit its search to the New York area. #

'Trib' to Sell Classified Ads for 'American'

The *Chicago Tribune* will assume sales and service representation for the classified ad section of *Chicago's American*, effective Aug. 2. The *Tribune's* sales and service activities will extend to all want ad classifications, with the exception of legal notices and real estate display classified advertising, which will be handled by the *American's* sales staff. The two dailies will continue to maintain separate classified rate structures. The *Tribune* also has named Philip Mango, formerly of the research and marketing staff, to the western division of its general display ad staff.

WJDM-TV to Venard, Rintoul

WJDM-TV, Panama City, Fla., which soon will change its call letters to WJHG-TV, has appointed Venard, Rintoul & McConnell as its national representative. The station formerly was handled by George P. Hollingbery Co. Venard, Rintoul also represents WALB-TV, Albany, Ga., the other station comprising the Gray tv network.

Burgeson Leaves BofA

Edward H. Burgeson resigned as retail vp of the Bureau of Advertising, American Newspaper Publishers Assn., July 22. Mr. Burgeson "plans to enter a different area of newspaper work." No successor has been named yet.

Bras, Girdles, Clips of Torrid Movie Clutches, Get NAB Review

(Continued from Page 1)

dents presenting research to show that viewers had not been terribly disturbed by the Preparation H copy. In this case, the cleanup forces carried the day.

What will happen in the case of bras and girdles, which spent about $7,200,000 gross on spot tv time last year, remains to be seen. If stricter standards are set up for handling copy, that may prove to be sufficient. In that event the pressure from within and without the industry for banning the ads from the living room screen might subside.

After the two-day meeting here, Gaines Kelley, general manager of WFMY-TV, Greensboro, N. C., chairman of the subcommittee, indicated that the committee was pleased with the "amazing improvement" in good taste and acceptability of most personal products advertising since the code set out to upgrade selling in this area last April. Singled out as an exception was the bra and girdle category, where the board still wants to see further improvement.

■ "Some commercials in this classification need revision," E. K. Hartenbower, vp and general manager of KCMO-TV, Kansas City, and chairman of the full code board, said after the meetings. "There appears to be a tendency on the part of some advertisers and agencies to go beyond the limits of acceptable good taste. Our code staff has been instructed to discuss specific commercials with the proper agencies and arrange to modify some of the objectionable techniques."

The NAB would not identify the specific commercials it wants changed. Before complaints are issued against any commercial, the code staff will do "missionary work" with agencies and advertisers in an effort to have the changes made quietly. As far as Advertising Age could determine, foundation garment makers and their agencies don't yet know that current bra and girdle tv techniques have been deemed "objectionable."

■ Last year, the code board set forth a list of do's and don'ts for seven personal products categories; this will be updated in time for an Oct. 4 meeting of the code board.

Foundation garments were one of the categories included in that document, which okayed the use of "dummies and visual devices such as the ectoplasm technique to demonstrate the garment rather than the body." It prohibited live models unless fully clothed, emphasis on sex, copy directed toward teens, demonstrations with the human hand pointing to the garment, and excessive use of close-ups.

The second uppermost problem in the minds of the code board currently centers around tv commercials promoting motion pictures. "We are seeking," Mr. Hartenbower explained, "to have movie distributors use more care in the material selected for television display. Some theater promotional commercials have been totally unacceptable: Scenes involving sex, violence and horror clipped from a theater feature film are not suitable for the family viewing audience."

■ Tv continuity acceptance directors report that most tv movie ads are the same footage used in movie houses. These excerpts, they say, are out of context and on very adult subjects, and are not suitable for tv viewing, particularly at the hours when children are still up. One network clears cut films for its owned stations only during adult periods and will not schedule horror movie trailers around kiddie tv shows.

The feature movie problem could be solved, one censor suggested, if producers would work with their advertising agencies to put together sales messages designed especially for exhibition to home audiences. #

Government Survey to Provide Marketers With Spending Data

(Continued from Page 1)

amounts of goods and services that consumers buy, the prices they pay, how often they shop for food, the amount of their monthly payments for the kinds of homes they live in and other information about their expenditures.

Purpose of the survey is to include changes in consumer expenditure patterns and to update the basis for compiling the consumer price index so that it can reflect changes in consumer prices more accurately.

■ Bureau representatives will visit households and retail stores in 66 cities throughout the country in the next four years.

After the 1950 study, an immense volume of detail down to the smallest geographic areas was eventually published under a special arrangement between BLS and the University of Pennsylvania.

While the ultimate plan will depend on the amount of money that is available, BLS is developing a publication plan for the new service which involves the release of detailed summary information in 1963, with additional detail available later.

The Labor Department pointed out that since the last survey many new products have come into the market and new types of stores such as supermarkets, suburban shopping centers, and discount shops have greatly increased in number. Many more people now live in suburbs and commute to work in cities, families are larger, and people are living longer, the department said. With accompanying changes in family needs, the Labor Department is figuring that families will spend differently. #

Durham Expands to Europe

Robert C. Durham Associates, New York management consultant, is now represented in the European Common Market by Howard B. Railey, who has been an American consultant to European companies for a number of years. Mr. Railey makes his headquarters in Paris.

DuBois Named Ad Director

Merrell M. DuBois, ad manager of the *Times-Union*, Rochester, for 19 years, has been appointed advertising director of Gannett Newspapers, Rochester. He succeeds Henry W. Stock, who became general manager of the *Knickerbocker News*, Albany, N. Y., the first of the year.

Gardner Adds Nord, Beals

Robert D. Nord and Stanley H. Beals have joined Gardner Advertising Co., St. Louis, as account executives. Mr. Nord was at Klau-Van Pietersom-Dunlap, Milwaukee, and Mr. Beals was at General Mills, Minneapolis.

More Cars, Fewer Dealers Is Outlook for '61 Model Race

(Continued from Page 2)

Automotive Reports listed 33,374 dealers, a decline of 673 from nine months earlier—the start of the '60 model year. The same tabulation showed dealer franchises up to 52,091, as against 50,504 for the earlier date. Of these, 24,062 had compacts for sale, divided as follows: Chevrolet, 7,050; Ford, 6,811; Valiant, 3065; Rambler 3,025; Studebaker 2,501; Comet, 1,610.

American Motors Co. was the only make not to show a decline in number of dealers in the last nine months. That company picked up 45. GM dropped 250, Ford Motor Co. dipped by 139, Chrysler Corp. lost 282 and Studebaker-Packard had a 197 decrease.

The National Automobile Dealers Assn. is of the opinion that an anticipated greater unit sales volume per dealer, as would naturally accompany a situation of fewer dealers and greater total sales, will not mean greater profits for the surviving active dealers. An extremely competitive 1961 model year, with an expanded list of name plates, will most certainly prevent a more favorable seller's market.

■ Another report is in, through May, as far as foreign cars are concerned. Although total car registrations for that month topped 600,000 for the second time in a row—647,055 to be exact—foreign car sales went down to less than 7% of the total, and the stockpile of these is said to have increased 13,000 to about 132,000. The smallest sales figure to be chalked up in two years on imports was recorded in May, 45,623 imports, as against 54,377 in May a year ago.

Strikes bothering Ford recently have disrupted plans for its special introduction ceremony, set for Flora, Ill. (AA, May 16). The start of this has been pushed back from Sept. 12 to 19. Citizens of Flora are to be given temporary use of some 3,000 new Ford vehicles for the week.

Current Detroit reports on the little cars are that Ford will surely be in the market with a little-little car in 1962. Guessing is that it will be called the Cardinal and that it will have a four-cylinder engine on 86-inch wheelbase, with a 60-mile-per-hour top speed. Components of engine and drive layout may come from Ford European plants, with body and assembly operations in this country. It is rumored it will cost about $1,600.

FORD DEALERS STUDY AD FUND CHANGES

DEARBORN, MICH., July 21—A recommendation for greater turnover of committee membership was made at a Ford Dealer Advertising Fund conference last week.

Duane D. Freese, of the Ford division's dealer policy group, suggested that each of 36 district committees restrict membership to three years, to provide more diversified membership. It was also suggested that dealer representation be determined on the basis of location as well as sales volume.

■ The Ford Dealers Advertising Fund is an independent corporation which handles co-op ads at the local level. Dealers assess themselves a certain amount per car; Ford adds this amount to the invoice and turns the money over to the fund, to be spent in each district as the local committee decides.

J. Walter Thompson Co., the Ford division agency, handles the dealer fund program. #

N. J. Bank & Trust Sponsors Convention Package on WNTA

New Jersey Bank & Trust Co., Passaic, N. J., will sponsor the entire coverage of the Republican National Convention on WNTA, Newark. This will include daily, hourly and half-hourly newscasts broadcast by the Mutual Broadcasting System from the convention site in Chicago. Another part of the package consists of features supplied by Westinghouse Broadcasting Co., including daily five-minute reports by Mike Wallace and Vincent Sheean, a daily convention round-up, the balloting for the Presidential nomination and acceptance speeches covered "live" and two pre-convention specials.

New Jersey Bank also sponsored the Democratic convention coverage on WNTA. Its agency is Force Inc.

food editor

Woman, under 40, with wide knowledge of food and food field. Not necessarily a nutritionist or home economist. Cultivated and travelled background helpful. Must be youthful, abundant in energy and ideas, and have ability to direct a staff and develop talent. Editorial background not essential but preferred. Salary in five figures depending on experience. The woman we seek is probably now employed and resumes will be treated in strictest confidence. Address detailed résumé to *Dorothy Wagner, Manager, Public Relations & Editorial Dept.*

Jerry Fields Associates*

advertising personnel specialists

16 East 50th St., N. Y. 22, N. Y.

*Jobs Unlimited Agency

To National Advertisers

Which of New York's seven dailies is first in Used Car advertising and second in all Automotive advertising? The Mirror.

In three years The Mirror gained 10,000 readers among New Yorkers owning high-priced cars such as Cadillacs, Lincolns and Imperials. Get the cream of the mass market.

Make The Mirror a MUST!

Quote, unquote—FORUM

Everywhere you go among the top men in Big Building (the architects, the engineers, the contractors and the clients) the talk today is the twin booms of the sixties—a 213 million population boom—a $670 billion construction boom.

And whenever these towering subjects come up in the daily press of the nation, FORUM is quoted 5 times more often than the next two leading building publications combined.

For, the men and companies with the biggest stake rely on FORUM as building's most authoritative spokesman.

FORUM

Architectural Forum the magazine of building published by Time Inc.

Jones & Lamson Plans to Prune '61 Media List

(Continued from Page 1)

perhaps four or five publications. "Instead of running 12 pages a year or 24 half-pages annually, I would like to go to 60 or 72 pages," he said.

■ He said his new "dimensional advertising" approach would be explained and presented to the Jones & Lamson management for approval some time in October, following his selection of a shortened media list. He added that Jones & Lamson's current use of five directories and four or five foreign publications would be unaffected by his proposed changes.

"We have reasoned that advertising now must reach out and close doors, rather than open them, for the sales function," Mr. Wood wrote. "In other words, we must now create selective and pre-conditioned interest in our company and its products, and do the basic sales groundwork the salesman has been traditionally expected to do for so many years.

"As you know," continued Mr. Wood, "this cannot be accomplished with the usual type of promotional approach. You also know that no industrial advertiser, including Jones & Lamson, can afford to invest the sort of money that massive impact or dimensional advertising would require in its list of media presently being used. There is also the truism that there are too many potentially good publications on the market for covering our customers."

"It is my belief that advertising's role is now reversing itself," he said.

■ Working with its agency, Henry A. Loudon Advertising, Boston, Jones & Lamson plans to select publications for its advertising like this:

• Each interested publication must complete the new Assn. of Industrial Advertisers' media data form.

• Individual appointments with publication representatives will begin Sept. 19. "These meetings are not mandatory." Those requesting them will meet with J & L and Loudon people at a Boston hotel. "In addition to the New England representative for the publication, one additional person from the publication will be welcomed if the local representative wishes to bring him."

• "The only additional request we have is that—whether or not you ask for individual presentation opportunity—you give us a one-page summary of what you consider crucial factors in the choice of media by Jones & Lamson. These factors should be arranged in what you consider to be descending order of importance, top to bottom. Regardless what amount of supporting data is submitted, please keep these summary sheets to a single 8½" by 11" page, one side."

Mr. Wood emphasized that his company expected "to emerge from this process with a list of publications which we consider best to accomplish Jones & Lamson's marketing objectives. This is definitely not a publication popularity contest.

■ "In fact," he added, "although some publications may be dropped while others are used much more intensely, it does not mean that we think the publications not used are ineffective publications for other advertisers with marketing objectives differing from those of Jones & Lamson.

"If we find two or more publications, for instance, of almost identical influence and use to us, we could very easily decide to drop all but one of them through sheer force of economics—probably picking up another book in some other market for another purpose.

"So to you right now, we say two things: (1) If you happen to be chosen, don't use the choice as a blatant sales argument on others. (2) If you do not happen to be chosen, it does not mean yours is a poorer publication or that you did a less effective job of presentation. No one is right all the time, and things do change."

■ Mr. Wood said the company was going to do "as careful a job of selection as we possibly can," and that "after the first year's plunge into this thing, we are going to reassess our position and make whatever corrections we deem necessary."

Mr. Wood told the media men that Jones & Lamson did "not know the size of our next promotional budget, nor do we know the effective date of this new move." He said this new "dimensional advertising" approach might or might not be delayed to the first of the year, but that it would go into effect "no matter what the size of the budget."

■ In explaining the switch to "dimensional advertising," Mr. Wood said J&L salesmen face "a larger market, more plants, more people, and many more people who can no longer afford the time to sit down and listen to them deliver a pitch on our products.

"Therefore," he said, "we have concluded that somehow the salesman's job must be made 'bite-sized'—amenable to being handled in the face of the tougher conditions. Obviously, a marketing service department for any company could make pertinent recommendations for the sales function only in the marketing services area of operations." #

G. Ryan Sr. Tyson Benford
P. Ryan Schruth R. Ryan G. Ryan Jr. Kellner

MAIN LINE MIDGETS—*The Paoli Bulldogs, a team of grade school boys organized and coached by three Philadelphia admen, run through a play. The coaches are Gordon G. Ryan Sr., sales manager of Holiday's Philadelphia office, and Bob Tyson and Dave Benford, sales representatives for Sports Illustrated in Philadelphia. The players are Peter, Bob and Gordon Ryan Jr. (sons of Mr. Ryan); Peter Schruth Jr., son of Peter E. Schruth, vp and ad director of The Saturday Evening Post, and Dan Kellner, son of George W. Kellner, manager of SEP's Philadelphia sales office. The team will play this fall in a newly-organized Philadelphia midget football conference.*

McCann Sees More People, Production Gain in Free Nations

NEW YORK, July 22—"The Decade of Incentive," a new study by McCann-Erickson, points to a population gain of 20% and a production increase of more than 50% by 1970 in the nations of the free world.

The study spells out these prospects in a 30-page report and 33 charts bound in a separate section. All information in the study is printed in five languages—English, French, German, Spanish and Portuguese.

■ Among the forecasts are these:

• By 1970, Latin American output will be three times the Canadian economy of today.

• Population in South America will reach the level of the present U.S. population by 1970.

• The Mexican population will rise from 33,000,000 to 45,000,000 and national output will more than double.

• In Western Europe, population will move up from 295,000,000 to 320,000,000 and consumer spending —now two-thirds as large as that of the U.S.—will expand by 70%.

• In the Common Market countries of Western Europe, consumer spending will double.

• The Australian economy will expand from $11 billion to $16 billion annually.

• In Japan, national output will double, making the Japanese economy approximately as large as today's French or West German economy.

■ The study makes no predictions about McCann-Erickson. And it does not cover advertising expenditures. #

'Chicago Tribune' Friends Set Up Campbell Fund

Associates of Chesser M. Campbell, late president of the Tribune Co. and publisher of the *Chicago Tribune*, have established a memorial fund in his honor. The objective of the fund is a scholarship in advertising at the University of Michigan. The university's president has approved such a scholarship, Walter M. Kurz, *Tribune* ad manager, said. The Chesser M. Campbell Memorial Fund will be administered through the Robert R. McCormick Foundation.

Mr. Campbell died unexpectedly July 10 while on a fishing vacation at Baie Comeau, Que. (AA, July 18). He was an alumnus of the University of Michigan.

SSC&B Boosts Three

Sullivan, Stauffer, Colwell & Bayles, New York, has named Hermine Lueders, a copy group head, and Norman B. Mullendore, art department manager, vps. Nelson O. Argueso, formerly controller, has been named treasurer. T. Newton Weatherby, vp in charge of administration, assumed the treasurer's duties after the death of M. Herbert King last year. The agency also has named Melcon Tashian, formerly with Grey Advertising Agency, an art director.

Herbert A. Kent, 73, Former Lorillard Chief, Dies Abroad

MILAN, ITALY, July 20—Herbert A. Kent, 73, retired board chairman and former president of P. Lorillard Co., died in his hotel here yesterday. He and his wife were on a European tour.

Mr. Kent, the only man for whom a cigaret was named during his lifetime—the Kent filter cigaret—was a consultant and a member of the Lorillard board. He was born in Auburn, N. Y.

■ He entered the tobacco industry in 1909, and from 1911 on has held almost every important executive post at Lorillard.

He began his career with Lorillard as a salesman, making the rounds on foot and with horse and buggy. Carrying sample cases, signs and placards, he dressed store windows and put up posters on barns.

He became head of the Turkish brands in 1926 and took over Old Gold management in 1931.

As manager of the Old Gold brand, he is credited with an important part in the success of the brand.

He was elected a director of Lorillard in 1939, a vp the following year and president in 1942. In 1952 he became chairman. He retired in 1955, but continued as an advisor and consultant. He was re-elected to the board in 1957.

During World War I he served in the field artillery.

EDWARD W. REYNOLDS

TORONTO, July 19—Edward William Reynolds, 78, former reporter and chairman of the advertising agency which bears his name, died July 14.

He was born in Brighton, England, and emigrated to Canada at an early age. For nine years he worked as a newspaper reporter, covering parliamentary activities. In 1925 he established E. W. Reynolds Ltd., advertising agency, from which he retired four years ago.

He was treasurer of the Canadian Assn. of Advertising Agencies for 10 years and president for five. He helped organize the agencies during World War II to support various campaigns.

Mr. Reynolds also organized the National Radio Committee, made up of members of the Canadian Broadcasting Corp., the Canadian Assn. of Broadcasters and the advertising agencies, which promoted Victory Loans programs.

STUART C. FRAZIER

SEATTLE, July 20—Stuart C. Frazier, a banker by profession but active also in the management of daily papers at Olympia and Bellingham, Wash., died yesterday after several months' illness with a circulatory ailment. He was 58.

Mr. Frazier had been with the Washington Mutual Savings Bank since 1929, and had been exec vp of the bank since 1941 and president for the past two years. He was also president of the *Daily Olympian* and vp of Bellingham Publishing Co., publisher of the *Bellingham Herald*. In 1935 he married Eleanor Cleveland Perkins, daughter of the late Sidney A. Perkins, founder of the newspapers at Olympia and Bellingham.

RALPH L. WILSON

NEW YORK, July 19—Ralph L. Wilson, 49, senior vp and treasurer of Bill Bros. Publications, New York, died Sunday of a lung ailment in Stamford Hospital, Conn.

He joined the accounting firm of Ernst & Ernst and in 1940 became comptroller of Bill Bros. Publications, a group of eight business magazines, including *Sales Management*. Mr. Wilson was named treasurer in 1955 and senior vp in 1957.

CLASSIC CAMPAIGN—*Using a Greek headline, Continental Distilling, Philadelphia, is running two-color 1,000-line newspaper ads in the state of Washington. The campaign will move into other markets in September. Monroe Greenthal Co., New York, is the agency.*

JOHN E. DICKINSON

MILWAUKEE, July 20—John E. Dickinson, 56, vp of sales and advertising for Albert H. Weinbrenner Shoe Co. here, died July 16.

Mr. Dickinson was driving with his wife and daughter when he collapsed. He was pronounced dead at Columbia Hospital.

He had been with Weinbrenner for the past 13 years and before that was with Amity Leather Products Co., West Bend, Wis., for 14 years.

FRANK W. ROSTOCK

CINCINNATI, July 19—Frank W. Rostock, 77, formerly business manager, president and editor of the *Cincinnati Post*, now the *Post & Times-Star*, died here last night.

Mr. Rostock also had been sports editor of the *Post* and of the *Cleveland Press*, and business manager of the Newspaper Enterprise Assn., a feature service of the Scripps-Howard newspapers. He retired in 1933.

A. BRINTON RAUGHLEY

PHILADELPHIA, July 19—A. Brinton Raughley, of the B. Franklin Eshleman Co. agency, here, died today. He was 70.

Mr. Raughley was sales manager for General Outdoor Advertising Co. until 1956, when he became associated with Doremus-Eshleman Co., advertising agency. He then joined B. Franklin Eshleman, who left the latter agency last May to form his own agency.

SAMUEL W. MENEFEE Jr.

LANCASTER, PA., July 19—Samuel W. Menefee Jr., 53, manager of the package development and merchandising department of the Armstrong Cork Co.'s packaging materials division, died here Sunday while playing golf.

3M Buys Revere Camera

Minnesota Mining & Mfg. Co., Minneapolis, has purchased Revere Camera Co., Chicago, for an undisclosed price. The acquisition is expected to result in the development of a home recording system by Revere using tape recorder cartridges, a 3M product. Theodore S. Briskin, Revere president, becomes a vp of 3M and chief operating officer of Revere. Revere said that "at least for the present" it will continue its current agency relationship—Jones Frankel Co., Chicago, for print, and Keyes, Madden & Jones, Chicago, for radio and tv.

Now It's Official—Newly Merged Detroit Agency Is Ross Roy-BSFD

(Continued from Page 3)
ident of the Detroit Adcraft Club, will become exec vp, and T. J. McCormick, executive vp of Ross Roy, will become exec vp in charge of administration in the merged firm.

■ Other officers and their responsibilities are: Senior vps—James B. Jackson, group supervisor; William H. Mathews, group account supervisor; Robert S. Roy, assistant to chairman of the board; William W. Shaul, creative director of merchandising; Blount Slade, account planning; Maurice G. Vaughn, director of broadcast services; Jack Williams, chairman of executive committee.

Vps: L. C. Barlow, Owen A. Brady, F. Henry Larson, Donald C. Longyear, L. James Schneider, Robert E. Wilds, account executives; William E. Dye, Richard D. Gaul, Richard D. Reins, art directors; Charles E. Hicks, advertising copy director; Donald R. Lena, merchandising art director; Kenneth S. Loring, copy director on special projects; Harry W. Mellen, controller; Lathrop P. Morse, treasurer; H. F. Roy, community relations; H. E. Rumble, manager of media department; Charles J. Snell, group account supervisor; Donald G. Tracy, visual aids; William A. Walker, account supervisor. Harold R. Olson is secretary and general counsel while Edward R. Sandell is assistant secretary.

The board of directors of the new company consists of Ross Roy, Walter C. Ayers, John S. Pingel, T. G. McCormick, Robert R. Roy, Erwin H. Haass and Lathrop P. Morse.

■ The new agency will employ 300 people in five offices—Detroit, New York, Hollywood, Windsor and Toronto. The two agencies have been located on Jefferson Ave. in Detroit and now will be housed in the Ross Roy Bldg., a modern, block-long structure of five stories, at 2751 Jefferson Ave. The New York office will continue in the BSF&D location at 52 Vanderbilt Ave., where Mr. Ayers will be located.

Ross Roy Inc. was organized in 1926 as a merchandising and sales training firm, and later expanded into a marketing and advertising agency. BSF&D was founded in 1913, and has served a widely diversified list of consumer and industrial clients.

Ross Roy, chairman of the new firm, is noted for having originated the "product comparison" plan in promoting automobile sales, in Jamestown, Wis., using it in a point-to-point comparison of Dodge (which he sold) with a Hupmobile. He started his sales training business with borrowed capital in 1926 and within six months had 75% of Dodge dealers using his service. When Chrysler acquired Dodge in 1928 Mr. Roy's service was extended to all divisions.

■ Walter Ayers also started as a retail auto salesman, and worked as district manager, branch manager and auto sales manager for 17 years before joining BSF&D as a member of the merchandising staff in 1939, and took over BSF&D's New York office in 1955.

John S. Pingel, a former all-American halfback at Michigan State and later a Detroit Lion player, came into the advertising business with Reo Motors in 1947, as its director of advertising, and shortly afterwards joined Chrysler. He went into BSF&D in 1949, and became exec vp early this year.

Thomas G. McCormick has been active in the advertising field since 1925. He started with the George Harrison Phelps agency on Dodge advertising. Prior to joining Ross Roy in 1936 he served as advertising manager for the DeSoto division. He became exec vp in 1947. #

Jacobus Joins Ross, Flink

Roger D. Jacobus Jr. has joined the staff of Ross, Flink & Associates, Peoria, Ill. Mr. Jacobus formerly was midwestern regional sales manager for American Motors' ABC-Leonard division.

Radio-TV Reps Adds Two

WKAN, Kankakee, Ill., formerly handled by Sears & Ayer, has appointed Radio-TV Representatives its national representative. Radio-TV Representatives also has been named to represent WKTY, La Crosse, Wis.

THE PURSUIT OF QUALITY — OUR CONSTANT DEDICATION

HM HUTCHINGS & MELVILLE, Inc. *Custom Photoengraving*
4043 NORTH RAVENSWOOD AVENUE, CHICAGO 13 EASTGATE 7-9220

WBT...FIRST AS ALWAYS, IN PULSE*

57

First every Monday to Friday period in the Prime 25-county Charlotte Marketing Area

Per cent GREATER

WBT averaged 57 per cent greater share of audience than its nearest competitor in the Monday to Friday ratings. Proof once again that WBT, serving the nation's 24th radio market, is the voice of authority in the Piedmont Carolinas.

**The January, 1960 Pulse*

WBT · CHARLOTTE

JEFFERSON STANDARD BROADCASTING COMPANY

50,000 watts

REPRESENTED NATIONALLY BY CBS RADIO SPOT SALES

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DEC. 31, 1959 48,389

HELP WANTED

Advertising Space Salesman. Single book publisher located in New York City requires strong young salesman for leading electronic magazine. Knowledge of electronics helpful but not essential. Send resume, including salary requirements.
Box 3919, ADVERTISING AGE
630 Third Ave., New York 17, New York

AGRICULTURAL MAN
Opportunity for alert copywriter to improve his present and future. Proven knowledge of farm products merchandising essential, especially fertilizer and/or feed. Creative ideas important. You'll enjoy a higher standard of living working with our 12 man Missouri Agency because we'll share MORE of the profits from our $850,000 (and growing) billing with you. Send product experience, salary requirements to
Box 3920, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CREATIVE INDUSTRIAL WRITER
Take over, plan and prepare a complete techni-literature program. Must be able to handle writing of technical booklets, articles, and speeches on a variety of chemical subjects. Emphasis on organizational ability since technical advice available in Company. Degree in chemistry or chemical engineering preferred although others considered if technically adaptable. Minimum 1-3 years' experience industrial writing. Salary open. Location in growingest big city in Southwest. Write **Personnel Manager, Jefferson Chemical Company, Inc., P. O. Box 383, Houston 1, Texas.**

MOLENE PERSONNEL SERVICE
publicity ..... editors
advg. manager ..... copywriters
artists .....media .....production .....sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W Adams St., Chgo 3

TABLOID SPACE SALES
Man wanted to sell established tabloid, promising publication, very promising industry. Experience in sales of space in "response type" publication desirable. Chicago location.
Box 3921, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

2 " S C
Advertising Agencies or Agents Wanted
National Anglo-Jewish Weekly seeks representatives throughout the country . . . contact.
The Jewish Press
2427 Surf Avenue
Brooklyn 24, N.Y.

COMMERCIAL ARTIST—Young man, versatile, experienced, strong in layout and design. Excellent opportunity in progressive North Carolina advertising agency. Send complete resume for N.Y. interview.
Box 3922, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXPERIENCED AD MAN AS GRADUATE ASSISTANT, QUARTERTIME, BEGINNING SEPTEMBER. CAN DO GRADUATE WORK. **SCHOOL OF JOURNALISM, UNIVERSITY OF IOWA, IOWA CITY**

SOUTH FLORIDA ADVERTISING AGENCY has opening for man in mid-thirties with demonstrated ability to sell agency service, who can lend occasional hand at good copy. Right man may in time acquire substantial interest in established, conservative organization. Make resume detailed. No goldmine to start but opportunity realistic.
Box 3923, ADVERTISING AGE
630 Third Ave., New York 17, New York

SOLID OPPORTUNITY FOR YOUNG AD MAN
Ad department of brand-name manufacturer located in South needs versatile administrator-copywriter with 3-5 years direct experience in agency or company. No top-level job this, but one with definite potential for right man. Job requires definite creative ability, copywriting know-how, some production knowledge. Industrial and-or package goods experience helpful. No real salary problem for right man. Give experience resume, salary requirements, in first letter.
Box 3924, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

HELP WANTED

CHEMICAL ADVERTISING
A major chemical company is looking for promising man to handle industrial chemical phase of its advertising and publicity program. Chemical education preferred or strong chemical industry background. Minimum 2-5 years in advertising, writing, editorial, or related work required.
Box 3902, ADVERTISING AGE
630 Third Ave., New York 17, New York

SALES PROMOTION WRITER
An outstanding opportunity for a young copywriter experienced in collateral, sales promotion writing and planning, displays, etc. We are Chicago's oldest, best-known, and most professional merchandising agency. We're heavy on hardlines and prefer background along these lines. Perhaps you're presently in the ad-promotion department of a large company; or you're with an industrial agency. You know if you can handle this job. The salary is good. The experience probably without parallel. The potential is outstanding because it's a fast track. Send resume first.
Box 3925, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SPACE SALESMAN
For Eastern Territory—Must live adjacent to New York City—Extensive travel—Advertising or Intangible Sales Experience required—Substantial draw against commission—Top opportunity for creative planner, with ambition and real desire for managerial position. Send resume of experience and record of accomplishment. We will respect your confidence.
Box 3926, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING MANAGER
Automotive Parts
Highly creative and promotion-minded man, 35-40, with direct experience in this market, to head advertising and promotion operation of leading supplier to automotive after-market. Small staff requires worker who will prepare as well as coordinate many facets advertising and promotion activity for manufacturer of several product lines. Please indicate availability, and include age and recent photo or snapshot in first letter. Salary $10,000. Address:
General Manager
Thermoid Division,
H. K. Porter Company, Inc.
Porter Building, Pittsburgh 19, Pa.

An exciting challenging project! Unique Chicago arts publication needs strong editor—ad manager immediately.
Box 3927, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING Subscription Promotion Ass't Catholic Publisher. Some Knowledge of Direct Mail copy, scheduling, testing and list necessary. Send full details, age, and salary requirements.
Box 3935, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
469 E. Ohio St., Chicago SU 7-2255

MINNEAPOLIS ADVERTISING SALES
Outstanding career opportunity available Minneapolis Advertising sales staff of leading national consumer magazine. Advertising background not absolutely necessary but proven sales ability and marketing know-how a must. Substantial salary and growth future. All replies held in strict confidence. Write
Box 3936, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ART DEPARTMENT MANAGER
Financially sound, small town agency in Central Illinois has opening for Art Dept. Manager. Prefer agricultural background. Must be able to handle all phases art to printing. Salary $6,500 to $7,500 depending on experience and qualifications.
Box 3937, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SALESMAN selling outdoor advertising to advertisers and agencies. Experience essential; no travel; salary and commission.
Box 3943, ADVERTISING AGE
630 Third Ave., New York 17, New York

HELP WANTED

COPY CONTACT MAN
Must have some billing. We have complete art, copy and photo facilities. Salary and bonus. All replies in complete confidence. Please do not phone. We will contact you. Send complete data to **Mary Brown, Edelstein-Nelson Advertising Agency, Inc., 203 N. Wabash Ave., Chicago 1, Illinois.**

GRAPHIC DESIGNER
Broad base of experience on advanced design projects for advertising, product information and corporate image material, etc. Salary Open. Please phone WH 4-7164 for appt. or send resume **Astrographics, 200 E. Ohio, Chicago, Ill.**

POSITIONS WANTED

FREE LANCE PUBLIC RELATIONS
Seasoned newspaper man offers taste and economy for Chicago clients.
Box 3895, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BROADCAST ACCOUNT EXECUTIVE
Clients at present agency not large enough in potential to keep me satisfied. 10 yrs. experience in all phases of broadcasting, including network. Heavy in programming and production. Client contact a specialty. I need bigger accounts with tougher problems to handle.
Box 3928, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SALES PROVEN—PRESSURE PROVEN advertising man ready for new AM or copy-contact work. Now AAA-1 AM in South, 30, married, BA. Will relocate. $12M. Resume.
Box 3929, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SALES EXECUTIVE AVAILABLE
Creative, experience in graphic arts, photography and public relations fields. Excellent contacts in ad agencies, industry and government. Highest References.
Box 3930, ADVERTISING AGE
630 Third Ave., New York 17, New York

Adv. and Publications Mgr. (Electronics Co.) desires change. Highly ambitious, grad. engineer, 7-yrs. design, adv., tech. wrtg., and P.R. exp.; consider agency or pub. rep. work. Present sal. $10,500. Resume, ref.
Box 3931, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXPERIENCED DM COPYWRITER
Background: insurance, savings and loan, books. Some space, radio. Seek challenge, growth, $8,000. College grad. Age 31. Single.
Box 3932, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WE NEED ANOTHER CREATIVE LAYOUT ARTIST
We're looking for a smart, young layout pro—a guy really "on the come" for our expanding art department. He must have the ability to render layouts fast, in a crisp, original, highly creative manner with minimum direction. Must be familiar with type faces, marking up copy and preparing art for production. Minimum 5 years of agency experience preferred. Salary open. We're a fast-growing, medium-size Chicago agency . . . if you want to grow with us, call or write:
Fred Wahl, Art Director
Stern, Walters & Simmons, Inc.
201 E. Erie, Chicago 11, Illinois
MIchigan 2-4990

POSITIONS WANTED

ADVERTISING MANAGER
9 yrs. exp.: (5th) Asst. Ad. Dir. Med. & Dental Book Pub.; (2) Ad Mgr. 135 store Grocery Chain; (2) Ad. Asst. Steel Co.; 34, Avail. Sep., $9M, Midwest area only.
Box 3934, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ONE MAN AD AGENCY
Young man 27, degree, 5 yrs exp with 4A on top national accounts. Now Adv & Promo Mgr for one of the largest firms of its kind. Solid know how in art, layout, copy, account work. Interesting resume. $8500-$10,000. Prefer L.A. or San Francisco area.
Box 3938, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COPY—CONTACT—ADMINISTRATIVE
Well regarded. Creative ad & prom. exp. in cosmetics, intangibles etc., and foreign ops. Relocate with mfr. or agency. Age 35.
Box 3939, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WRITER
Swamped with administrative work as product manager, major company. Seeks return to writing job with advertiser or smaller agency. Five years in copy plus successful spare-time record of novels, short stories published. Graduate degree, family, 28. In Chicago but prefer smaller city, better climate.
Box 3940, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

FARM ADVERTISING ACCOUNT EXEC OR AD MANAGER
Heavy experience, both agency and manufacturer, with background in all facets of farm machinery advertising.
Box 3933, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Here's a top young food AE who likes hard work—and has plenty of 4A agency mkg exp on blue chip accts to go with it.
Box 3941, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PUBL.—ADVERTISING PROD. or related. Mid. age; long exp.; family. Anywhere, pref. smaller town. Avail. mid-Aug. Harper, 814 Bank, Webster City, Iowa

ACCOUNT SUPERVISOR
14 yrs. Industrial Advertising. 10 yrs. acct. supervisor on $1,000,000 accounts. Former media director with extensive knowledge trade, general, financial & agricultural press. Strong marketing background. Good coordinator & administrator 5 yrs. member agency plans board. 40—6'1"—195 lbs.
Box 3944, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CO-OP ART SERVICE
Small, crackerjack advertising art studio looking for advertising agency to help service accounts in complete art work.
Box 3862, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WE WANT THE BEST QUALITY PRINTING BROKER IN NEW YORK
We have won 4 top prizes in 5 years in the Lithographers National awards contest.
Our New York clients want us to have regular representation. Our customer list includes Procter & Gamble, Scott Seed, Similac, Pream, Westinghouse, Goodyear, Shakespeare, Planters Peanuts and many others.
Plant located midwest, 110 employees. Write Box 308, ADVERTISING AGE, 200 E. Illinois St., Chicago, Illinois.

REPRESENTATIVES WANTED

ADV. REPS. WANTED
In all areas for 2 top grade trade mags serving Upper-Midwest lumber dealers, home builders and architects. Send all details, area covered, remuneration desired, etc. to:
NORTHWESTERN LUMBERMENS ASSN.
1013—4th Ave., So.
Minneapolis, Minn.

WANTED: Midwest Advertising Space Sales, N. Y. Food Trade Pub. Must know trade paper field. Excellent opportunity for good man. Work on own after indoctrination. Full cooperation from home office. Write background and salary requirements.
Box 3917, ADVERTISING AGE
630 Third Ave., New York 17, New York

SPACE SALESMAN
Have opening in Chicago office of established Publishers Representative. Must have some space sales experience. Salary and commission.
Box 3945, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Seek industrious salesman experienced and now active in aerospace magazine space sales for long-established, prestige monthly. Must be West Coast resident, preferably Los Angeles. Salary, commission and managerial future for right man. Interviews L.A. early August. All replies acknowledged. Send complete resume in confidence.
Box 3946, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ONE OF THE LEADING AND BEST ESTABLISHED GROUP OF CONTROL CIRCULATION NEWSPAPERS IN AMERICA
Is interested in locating aggressive representation in New York City. Tremendous potential for the right organization. Please reply promptly to
Box 3950, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES AVAILABLE

REPRESENTATIVE AVAILABLE
Many years of very successful space selling and management. Knows the Midwest, including Mich. and Detroit, thoroughly.
Box 3942, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Successful East Coast Publishers Representative offers immediate coverage on Trade Publications.
Box 3947, ADVERTISING AGE
630 Third Ave., New York 17, New York

PUBLICATIONS AND RADIO STATIONS WANTED
Hard hitting, aggressive advertising sales organization desires newspapers, magazines and radio stations. Our sales force will assure you an excellent job. Write
Box 3910, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SOUTHEASTERN REPRESENTATION
Can handle additional trade publication. 25 years experience selling trade papers in this area.
Box 3948, ADVERTISING AGE
630 Third Ave., New York 17, New York

MISCELLANEOUS

ADVERTISERS WANTING TO SHARE SPLIT RUN IN LIFE MAGAZINE
Series of full page ads starting in October. Please contact **Bill Collins, 856 Rio Grande Bldg., Dallas, Texas**

BIRCH Personnel Service, Inc.
The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
67 E. MADISON • SUITE 1418
CHICAGO 2, ILL.
CEntral 6-5670

GREAT OPPORTUNITY FOR CAPABLE YOUNG COPYWRITER
(with experience in drug product and cosmetic advertising).

One of the Mid-South's largest advertising agencies has an exceptional opportunity for the right young man (30 to 40 years age group preferred). Must be a fluent writer with a lot of "sell"—must be able to buckle down and turn out a big volume of work that makes a place for itself. Wonderful chance to "step up" and work with "pros" who can and will push him forward. We are an "aggressive" agency of 50 people—not too large or too small, so the job done will be well recognized. Generous salary—your experience and ability will write the ticket. Give full details in first letter—will be held in strict confidence.
Address "President" Box 307, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

GOOD GIRLS ARE HARD TO FIND . . . . .
Especially if you are setting up a new account during vacation time and you want to hold to the high level of the fine group you already have. The agency we're screening for—one of the best paying and the fastest growing in the Loop—knows it too, but they won't let us off the hook. They still want two or more years ad experience, good skills and job knowledge—and even a few stars in your eyes. If this includes you and you think it's time for a change, we'd like to hear from you . . . NOW!

FOR A START WE'D LIKE . . . . .
EIGHT SECRETARIES.....Assorted gals for assorted guys.
TWO ESTIMATORS.....To combine brains and figures.
TWO FORWARDERS.....Eager to advance.
ONE BUDGET CONTROLLER.....For a pretty good budget.
FOUR TYPISTS.....Copy, media, and you name it.

But we can get really serious about your future when you call . . .
Vincent Ferrara
LIFE PERSONNEL SERVICE
DEarborn 2-3885

Career Opportunity for Regional Shopping Center PROMOTION MANAGER

The Center, containing 40 chain and independent stores, operates under a mandatory Center Merchants Association.
The man we are seeking is: experienced in the Promotion Department of a Regional Shopping Center with specific emphasis on planning, coordinating and sales promotion; between the ages of 30 and 45; available by Sept. 1; interested in an opportunity for career growth with a new, large scale operation in one of the Southwest's most attractive and active growth areas.
Salary is open.
In reply, send complete resume, including work record and salary for the past 10 years, and personal and business references; recent snapshot; print or layout samples of work.
All replies will be held in strict confidence and samples will be returned.
Direct your reply to:
SIDNEY S. HERTZMARK, Managing Agt.
Winrock Center, 518 Simms Bldg.
Albuquerque, N. M.

Market and Advertising Research

A SENIOR RESEARCH POSITION WILL SOON BE OPEN IN A MAJOR ADVERTISING AGENCY LOCATION: CHICAGO

Applicants should have several years of responsible experience in all types of market research, ideally on consumer package goods. This should include research design as well as analysis, and should include advertising research. Also required are the abilities to write effectively, to deal with other agency personnel, and to represent the department with clients and with independent research companies. Salary open. (Our staff knows about this advertisement.) Reply to Box 304, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

Advertising Agency
URGE TO MERGE

N.Y. agency with about $500,000 billing (soft-goods and general) seeks merger discussions with view to strengthening competitive and service positions, reducing joint overhead costs. Long established, top reputation, well financed. Principals only, in complete confidence. Box 305, Advertising Age, 630 Third Avenue, New York 17, N.Y.

DON HARRIS NEEDS:

LAST CALL! TV-Radio AE, big account, big agency. Combination of top-level contact men and long-time TV-Radio pro—across the board. A dash of tactful creativity could help ..... $25-$30M

COPY, TV-PRINT, consumer, man with imagination and flair for the unusual assignment, a pro in harder-sell when that's it. Major office of a major agency ..... $17-$20M

GRAPHIC ARTS SPECIALIST, big company. A creative all-out pro. Strong in brochures and institutional ad layout, rough art, supervision of quality production. Employer says: "We'll pay what we must to get the right man." So this one is ..... OPEN

DIRECT MAIL, SOME PR. Incentives and contact experience. Keen promotional sense ..... $12-$15M

MARKETING RESEARCH, agency, junior, 2 or 3 years in agency ad/or research company. Marketing-oriented. Verbalizer Midwest ..... $8-$8500

DON HARRIS, DIRECTOR
Advertising & Marketing Division
MONARCH PERSONNEL
28 E. Jackson, Chicago, WA 2-9400

AUTOMOTIVE
ACCOUNT EXECUTIVE

One of nation's largest agencies needs (for mid-west location) a "take charge" account executive with solid experience in automotive aftermarket distribution, promotion and advertising. Must be able to assume full responsibility for planning and direction of agency recommendations. Give experience, qualifications, age and salary minimum in first letter. We want a man who now earns more than $20,000 annually, as an automotive account man. This is a fine growth opportunity.

Box 309, Advertising Age
200 E. Illinois St., Chicago 11, Ill.

ADVERTISING SPACE SALESMAN CAN WIN THE PUBLISHER'S JOB WITHIN ONE YEAR SALARY TO START $12,000

Our ideal man will begin as an Advertising Space Salesman in the Eastern Territory of this trade paper publishing company.

His sales ability, personality, intelligence and ambition will take him to the top of this division with commensurate rewards.

If you are our man write us giving full details—your past experience and earnings. Replies will be held in strict confidence. Box 303, Advertising Age, 630 Third Avenue, New York 17, New York.

ADVERTISING

COPY SUPERVISOR $20-25,000
Big agency exp. on high volume consumer items to handle "Blue-Chip" account — AAAA Agency in New York.

ACCOUNT EXECUTIVE $12,15,000
Large Eastern Agency seeks young, aggressive agency man with consumer drug requisites experience for major account assignment.

COPY WRITER $8,000
Fast growing agency wants young gifted writer who can hold his own with top creative group.

COPY WRITER $15-18,000
Strong creative writer, consumer oriented—all media, with ability to assume supervisory functions.

ACCOUNT EXECUTIVE $16-18,000
Chicago Branch AAAA Agency needs man with substantial agency exp. on Brand name food accounts for key client.

Contact in Confidence
IRENE DAIKER
DRAKE PERSONNEL INC.
29 E. Madison Bldg., Chicago 2, Ill.
FI 6-8700

MR. AD EXECUTIVE
Looking for ad men? Call
FRED JOHNSON
Advertising Employment Consultant
DOROTHY DOCKSTADER CONSULTANTS
64 E. Lake, Chicago RA 6-6167

PUBLICATION SALES IN LOS ANGELES

Outstanding opportunity for an outstanding man who understands business paper sales. High earning potential with major West Coast organization representing top publishers. We are adding to our staff, and our men know of this ad.

Please send us your resume, which will be held in strict confidence.

Box 27 R 798, ADVERTISING AGE, 4041 Marlton Ave., Los Angeles 8, California

ADVERTISING SALESMEN
Beginners & Top Experience

Immediate openings in our New York & Chicago offices to solicit mail order and "National" accounts in rapidly growing organization—Science & Mechanics, Mobile Home Journal. Excellent advancement opportunities. Good salary dependent on experience & ability.

In confidence send detailed resume.
Address President:
Davis Publications, Inc.
527 Madison Ave., N. Y. 22, N. Y.
No phone calls please.

4-A COPY PRO SEEKS 3 DAY WEEK

Award-winning woman offers broad, deep experience, national campaigns to merchandising programs. Heavy soft goods, food, appliances, general visual thinker—gets best from art directors. Low five figures. New York only. Box 306, ADVERTISING AGE, 630 Third Avenue, New York 17, New York.

Our 49th Year

COPY/CONTACT—agricult'l exp., growing midwest agcy. $10,000
SALES PROMOTION—Intangibles media exp., splendid oppty. 10-12,000
SPACE SALESMAN—consumer pub. good potential 8,500+
COPYWRITERS—industrial, also farm chem. exp. 10,000
MANY MORE—MAIL RESUME
GLADER CORPORATION
110 S. Dearborn St., CHICAGO, Ill.
Phone: CEntral 6-5353

MAIL-ORDER MAN WANTED FOR UNUSUAL OPPORTUNITY IN PUBLISHING BUSINESS

One of America's largest, fastest-growing publishers of business information needs man with planning, creative and writing abilities, who works well with others, can be trusted to get jobs done, has acquired know-how and judgment in preparing ads, direct mail and helps for salesmen—and, above all, who takes pride in producing ads, letters, literature, etc. that are good looking, good reading, in good taste, also good enough to bring in orders with checks. Age about 30—younger if mature, maybe a little older. This is a tough job, exciting challenge, and a rare career-opportunity for sales-minded creative man with ability, character and capacity for growth. $7,000 to $8,000 with liberal fringe benefits. Job is in New York City. Reply in confidence. Our organization knows of this ad. Box 299, Advertising Age, 630 Third Avenue, New York 17, New York.

The CLIPPER Creative ART SERVICE

There are many clip art catalogs available, but ONLY ONE *complete art and layout* service. Ideas alone in each monthly issue are worth many times the small cost. From the smallest printers to the largest concerns such as Prudential, General Motors, etc. have been Clipper subscribers for many years.

to cover cost of packing and mailing will bring you —

FREE...

THE COMPLETE CURRENT ISSUE

single current issues normally sell for $20.00. The complete issue, yours to use, can make you hundreds of extra dollars! In addition to the current issue you will receive an unusual, attractive, introductory offer. No obligation. No salesman. Attach one dollar to letterhead and mail today to Multi-Ad Services, Inc., 124 Walnut Street, Peoria, Illinois.

P&G Soap, Washer Tie-ins Limited by New FTC Order

(Continued from Page 3)

one agreement for any of its products in any of five classifications during a single year.

The purpose of the 90-day limit is to guard against the possibility that P&G will get a long term exclusive contract in the washing machine and dishwasher field. While it is held to a maximum of 90 days for any one product, P&G is eligible to arrange successive 90-day agreements for new products or for old products in any of these categories: high sudser, low sudser, light duty, dishwasher and bleach.

■ In order to assure that the housewife knows the actual basis on which P&G products come to her in the machine, the FTC order requires specific disclosures in ads by P&G and appliance makers. When there's an agreement to mention the appliance or to give cash, an ad or commercial must make it clear that P&G supplied the samples.

P&G must also reveal plainly on products packed in appliances that they are supplied free at P&G's initiative in cooperation with the manufacturer or marketer, when this is the case.

A further provision requires that demonstrators paid to use or recommend P&G products must disclose that the demonstration was made in cooperation with P&G.

The orders issued today were identical with an initial agreement negotiated with the commission staff and approved by hearing examiner Loren H. Laughlin.

■ In the original complaint filed July 14, 1959, the FTC charged that P&G had exclusive sampling contracts with every domestic manufacturer of automatic washing machines for jointly promoting the machines and P&G's detergents, Tide and Dash.

The FTC complaint alleged that in 1957 Tide was the leading selling heavy-duty high sudser detergent, accounting for 41.2% of sales, and Dash was the second largest selling heavy-duty low sudser, representing 33.2% of sales.

Under a program begun in 1954, the complaint said, the two P&G companies signed exclusive sampling contracts which gave them a monopoly in this promotional method.

Under these contracts, the FTC charged, the manufacturers were furnished free boxes of Tide or Dash for packaging in each machine. They agreed to place no other competitive products in their machines, to allow use of their names in promotional advertising paid for by P&G, to encourage their distributors, wholesalers and dealers to use Tide or Dash in demonstrations, to endorse use in the washers, and to cooperate with P&G in jointly promoting their washers and the particular detergent involved.

■ In return, the complaint states, the P&G companies agreed to feature the washers in advertising and to prepare and pay for the ads. The cost added up to several million dollars a year, the FTC reported, and the advertising value to a leading manufacturer ran as much as two-thirds to a million dollars a year.

P&G also arranged agreements with distributors, demonstrators, and dealers, the complaint stated. Payments of 75¢ or $1 for using and recommending Tide or Dash in demonstrations were made to these outlets.

In its answer to the FTC, filed Nov. 13, 1959, P&G denied the commission charges, and declared that all of the agreements and advertising arrangements with manufacturers, distributors, demonstrators and dealers were lawful.

A P&G spokesman, commenting on today's consent order with the FTC said, "We are pleased that this matter has been settled. We made changes in the operation of this program many months ago following consultation with the commission. Most of the consent order concerns activities which are no longer current and haven't been a part of our operation since well before the complaint was issued."

Plan New Canadian Grid Book

Canadian Pro Football Review, a new publication, will be issued late this summer by D. W. King Publications, Montreal. It will get Canada-wide distribution in August, with four issues planned during the 1961 football season. The publisher is David King, who sells advertising for the *Montreal Gazette* when not playing as halfback for the Montreal Alouettes.

WLW-C Names Bartlett

Walter E. Bartlett, who has been acting general manager of WLW-C, Columbus, since the death of James Leonard on June 11, has been appointed general manager of the Crosley Broadcasting station.

Jones Names Bell Ad Head

J. M. Jones Co., Champaign, Ill., supply house for 110 IGA food stores in central Illinois and western Indiana area, has named James D. Bell advertising manager. Mr. Bell joined Jones in 1959.

National Direct Mail SALES REPRESENTATIVE

Exceptional opportunity in one of America's largest and fastest growing direct mail companies—clients include many of the nation's top advertisers. We're looking for a man to sell and service blue chip accounts in Chicago or New York. If you're interested in earning well over $10,000, are 28-38, have had at least 2 years successful experience selling intangibles, the graphic arts, grocery products, or advertising—write Don McLeese. Reply confidential.

Mail Advertising Corporation of America
435 North LaSalle
Chicago, Illinois
(offices in principal cities)

Come to grips with your buying or selling problem!

Your classified ad in Advertising Age gets right down to the basics of good buying or selling strategy. Puts your message into the hands of over 177,000 marketing men and women who have the authority to buy, sell or hire. You get quick action. Costs as little as $5 per ad. Try it!

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: **$1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.**

Display Classified Rates: **take card rate of $18.75 per column inch, and card discounts, size and frequency apply.**

I am enclosing $_____

My Name_____

Street_____

City_____ Z_____ State_____

Clip and mail this form to-

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St. Chicago, Illinois
4041 Marlton Avenue Los Angeles 8, Calif.

ABP, NBP Hit Postal, Tax Exemptions of Non-Profit Groups' Publications

Associations Counter That Profits Go for Services to Their Membership

WASHINGTON, July 20—Two trade associations representing commercially-owned business papers have been waging a persistent campaign to persuade federal authorities to take away special tax and postal privileges enjoyed by some publications owned by non-profit organizations.

The Associated Business Publications and National Business Publications have been before regulatory officials and congressional committees to complain that tax exemption and special low postage rates give an unfair competitive advantage to those association-owned publications which sell advertising in competition with commercially-owned papers.

83%
HOME DELIVERED

. . . and wheeled to the doorsteps of your best potential customers—loyal metropolitan-area readers of The Detroit Times who are influenced daily by its advertising messages. And a resounding 234,333 Detroiters in the metropolitan area alone read the Times exclusively (130,889 more than Detroit's morning paper*). Be assured . . . the Times will deliver enviable sales results.

*Detroit News 5th Quinquennial Survey

KEEP YOUR EYE ON THE TIMES

Detroit Times

Represented nationally by
HEARST ADVERTISING SERVICE INC.

■ The publishers' groups acted because in recent years, trade and professional associations have become increasingly active in the business paper publishing field. Many association publications have become major advertising vehicles, and in some instances the association publications are among the leaders in their field.

The associations justify their publishing efforts as an important service to their members. They contend that their publications contain information which members want their associations to disseminate for their benefit. They stress that all earnings are plowed back as service to readers.

■ Well over a year ago, the publishers' groups began voicing their misgivings to the Internal Revenue Service. They complained that the tax-exempt trade and professional associations have been allowed to merge the earnings of their publications into the association.

In legal briefs and written statements filed with IRS, the publishers' associations contended that advertising in magazines owned by non-profit associations should be regarded as unrelated business activity, taxed at the regular corporation income tax rates.

It is their contention that publications carrying large quantities of advertising represent something considerably different from a technical bulletin or newsletter which associations disseminate in the course of their normal service to their members.

■ Both ABP and NBP appeared before the House post office committee last June to protest special low postage rates which are available to publications owned by certain types of non-profit associations.

Commercial publishers, who have had a series of postal rate increases in recent years, make much of the fact that many non-profit publications are still paying the same rate they were paying in 1925.

Publications owned by certain types of associations—for example, those of fraternal, patriotic, scientific and labor groups (but not those owned by trade associations)—go through the mail at 1½¢ per pound, avoiding the zone rates on advertising (up to 14½¢ per pound) which must be paid by other mailers using second class.

■ In their uprising on the postal front, publishers' groups say the special privilege for advertising-carrying publications of non-profit groups is unfair on two counts. In addition to a cost advantage, it makes the second class deficit blamed on all publishers look bigger than it really is.

The IRS confirmed to ADVERTISING AGE that it has had the tax problem under "active consideration" for several months, but the revenue service contends all it can do is decide each situation on the basis of certain broad guidelines. How soon these guidelines will be established, the IRS won't estimate.

If the IRS fails to rule that advertising is unrelated, publishers would face the uphill job of trying to get Congress to pass new tax laws making the revenues of non-profit papers taxable.

■ After months of behind-the-scenes conversations, publishers' associations are not overly optimistic about their chances of "selling" their viewpoint to IRS. NBP reports its talks indicate a ruling against tax exempt organizations won't come without change in existing laws. ABP, which has already filed three briefs with IRS, says only that it intends to continue filing materials in the hope of registering its point.

In reply to the publishing groups, the non-profit associations stress that information in their publications is vital to the industry or profession they serve and point out that without advertising they couldn't afford to put out their magazines. Dues would soar and memberships would drop off, they say, if advertising were considered an unrelated activity.

Copp: 'IRE' Ads Are Service

■ So far no counterattack has been launched by the non-profit associations. The Institute of Radio Engineers, singled out in the ABP brief, hasn't made any move to file a rebuttal with the IRS. William C. Copp, advertising manager of IRE, told AA, "We consider our advertising just as informative as the editorial pages. We don't think they are unrelated."

The ABP has contended that *Proceedings of the I.R.E.*, published by the Institute of Radio Engineers, New York, represents "a business activity exactly identical to the commercial activities undertaken by organizations established for profit and subject to the internal revenue laws."

■ ABP charged that IRE links advertising in its *Proceedings* with its radio engineering trade show, under a point system which gives *Proceedings* advertisers better display space at the show.

"Space preference for this most important key trade show is partially awarded on whether or not an advertiser buys advertising in the *Proceedings of the I.R.E.* Not only is this a business; it is a monopoly," the ABP statement said.

"Obviously IRE is in business. It is in the publishing business; it is in the convention business; it ties the two together. It operates through an independent advertising agent. It promotes its publications exactly as though they were published for profit. Why then should it be exempt from income tax payment?" ABP asked.

■ Mr. Copp contended that profits were turned into better service for members. "The law specifies the amount of profits we can stow away for reserves," he said. "As long as the money goes out as service to our readers—as additional pages—we're performing our function. If the government taxed us the only effect would be to decrease the service to our readers. Fifty per cent of our pages are editorial pages. The papers that are screaming loudest have 35% editorial content.

"They're trying to put us out of business, but it's wishful thinking. Their motives are clearly business enterprise motives, which we don't condemn. You can't blame the boys for trying."

Tax Bureau Ponders Intent

IRS says its problem is to figure out what Congress meant when it passed the Tax Act of 1950, specifying that an "exempt" organization cannot operate a business on the side without paying taxes on it. The act provided that a related business must constitute an integral part of the exempt organization's activities and ruled out so-called "feeder" businesses, which were set up to bring in tax-free revenue for the non-profit organization.

■ Even with the 1950 act, however, the IRS has little to fall back on in the way of solid precedents. After 10 years, it has still issued only a handful of rulings, to indicate its views on what can be regarded as unrelated business activity.

In the most recent ruling the IRS has held that bingo games operated by labor unions are taxable as unrelated income even though the union itself is exempt.

One ruling actually involving an advertising medium held that a commercially-operated university radio station was not tax exempt. If the station were used expressly for training purposes, however, it would be exempt, IRS ruled.

■ The ABP and NBP, in their briefs to the IRS, point up the rising number of association publications—a 31% increase since 1955, ABP said. Some 530 out of 2,078, or 26%, of all papers listed in *Business Publication Rates and Data* were association publications, ABP said its check of Standard Rate & Data Service showed.

"In a word," ABP stated, "trade associations and societies are in our business in a big way.

"Our gripe is not that they solicit advertising from our customers and prospects. Our gripe is that these publications are tax exempt and by that fact have an unfair competitive advantage. By virtue of being published by a non-profit trade association, the advertising and subscription income from their publishing operations, which in many cases are very profitable, is completely tax exempt."

■ NBP admitted its members are well aware that association publications are generally for the benefit of the tax-free purposes of the groups they represent. "However, we do not believe that—when they engage in the selling of advertising space for profit and/or are sold or distributed to other than association members—they are staying within the gambit of a business related to the tax-free purpose for which the association or other organization was formed. Tax-free organizations engaged in the sale of advertising are participating, we feel, in a regular business of a kind traditionally and ordinarily carried on for profit," NBP President Robert E. Harper stated.

■ When the ABP testified before the House committee on post office and civil service in June, the association argued that much of the second class postal deficit stems from the low rates allowed to the non-profit publications, which are serviced at pre-1925 rates.

"Considering these facts, we hope the committee will understand why we, as publishers, object to having the losses created in second class by this entire category of preferred rate publications, charged as part of the total second class deficit. It is all the more understandable when you recognize that many of us compete with these publications, which, because they are put out by non-profit groups, pay lower postage rates and pay no income taxes."

■ NBP seconded the motion. "Within the 'reduced-rate publications' category or class, there are perhaps some 'religious, educational, scientific, philanthropic, agricultural, labor, veterans or fraternal organizations' which may rightfully deserve special consideration. However, in this day of general prosperity we doubt it. Hidden beneath that vast umbrella are too many publications enjoying an undeserved special privilege—to the tune of a $49,000,000 deficit—and paying a fraction of the rate paid by those independent specialized business publications with whom they are in direct competition. Their non-profit status is by no means evidence that they are not profitable. Many such publications pay quite sizable salaries, hire staffs of advertising salesmen and, generally, conduct a most effective publishing enterprise competing directly with independent publishers who pay their share of postal costs and, most certainly, their share of federal taxes," the NBP told the committee. #

Vacca Heads Odessa Adclub

John Vacca, station manager of KOSA-TV, has been elected president of the Advertising Club of Odessa, Tex. Other officers are Don Boswell, ad manager of the Sears, Roebuck & Co. store, vp; John McGarrity, Home Savings & Loan, treasurer; and Wayne Lee, KMID-TV, secretary.

Toepp Joins Harrison-Shea

Paul H. Toepp, formerly account executive at Jaqua Advertising, Grand Rapids, has joined Harrison-Shea, Detroit, as vp and general manager.

ANSWER-AMERICA
Will Make Your *Client's* Advertising More Effective

Answer-America, a network with more than 250 telephone answering exchanges, with offices in the United States, Canada and Mexico, can offer your clients varied services *24 hours every day* . . . they can maintain branch offices, receive mail and orders, have phone service and listings in telephone directories. Mail can be addressed to any one of the Answer-American affiliates and will be sent to the general office for reply or forwarded on to established regional offices. Answer-America can also do special services, make telephone surveys, handle mail and telephone orders to tie in with local newspaper, radio and T.V. advertising. For complete information, write Answer-America.

ANSWER - AMERICA INC.

Executive Office
ANSWER-AMERICA, INC., 55 East Washington Street, Chicago, Ill.
RAndolph 6-2339
AFFILIATE ANSWER CANADA

Chain STORE Sales

June

	June 1960	June 1959	% Gain or Loss	6 Months 1960	6 Months 1959	% Gain or Loss
FOOD CHAINS						
Colonial Stores	$ 34,621,601	$ 34,507,875	+ 0.3	$ 206,042,410	$ 204,132,784	+ 0.9
[b]Grand Union	57,949,994	62,262,983	— 6.9	203,814,634	211,935,805	— 3.8
Jewel Tea	35,867,941	35,692,033	+ 0.5	216,092,874	209,950,990	+ 2.9
National Tea	65,165,105	63,588,256	+ 2.5	386,226,223	374,742,583	+ 3.1
Safeway	190,141,224	180,804,898	+ 5.2	1,114,397,032	1,051,013,690	+ 6.0
Group Total	$ 383,745,865	$ 376,856,045	+ 1.8	$2,126,573,173	$2,051,775,852	+ 3.6
MAIL ORDER						
[c]Aldens	9,240,704	7,704,348	+19.9	47,055,412	40,042,674	+17.5
[c]Sears, Roebuck	376,080,093	368,525,912	+ 2.0	1,666,536,527	1,608,972,315	+ 3.6
Spiegel	16,551,027	15,253,644	+ 8.5	105,303,142	95,257,417	+10.6
[c]Ward, Montgomery	91,040,260	91,927,101	— 1.0	480,858,949	465,988,631	+ 3.2
Group Total	$ 492,912,084	$ 483,411,005	+ 2.0	$2,299,754,030	$2,210,261,037	+ 4.0
DRUG CHAINS						
Peoples	7,556,774	6,878,534	+ 9.9	44,155,911	40,099,613	+10.1
Walgreen	25,539,410	23,429,135	+ 9.0	146,734,433	133,954,515	+ 9.5
Group Total	$ 33,096,184	$ 30,307,669	+ 9.2	$ 190,890,344	$ 174,054,128	+ 9.7
VARIETY & MISCELLANEOUS						
[a]American Stores	88,400,709	87,255,716	+ 1.3	227,378,752	210,287,316	+ 8.1
Beck Shoe	6,074,938	5,936,127	+ 2.3	30,767,763	29,567,636	+ 4.1
[d]Bond Stores	7,190,725	6,727,500	+ 6.9	80,234,298	79,747,648	+ 0.6
Butler Bros.	18,079,384	16,254,407	+11.2	93,597,077	83,286,725	+12.4
Edison Bros.	10,825,718	10,448,470	+ 3.6	63,607,607	58,324,880	+ 9.1
Fishman, M. H.	1,594,227	1,254,520	+27.1	7,456,431	6,265,973	+19.0
[c]Franklin Stores	3,254,728	3,422,983	— 4.9	44,708,215	43,405,603	+ 3.0
Gamble-Skogmo Stores	12,548,170	14,426,228	—13.0	67,918,044	66,445,350	+ 2.2
Grant, W. T.	42,652,126	39,091,741	+ 9.1	212,260,968	193,250,414	+ 9.8
[d]Grayson-Robinson Stores	4,906,096	5,011,293	— 2.1	58,580,487	51,557,857	+13.6
[c]Green, H. L.	10,124,800	10,568,756	— 4.2	47,787,100	48,987,550	— 2.5
[c]Hartfield Stores	2,066,724	1,904,157	+ 8.5	9,354,513	8,728,151	+ 7.2
[c]Interstate Dept. Stores	7,677,956	7,323,927	+ 4.8	34,715,356	29,948,631	+15.9
Kresge, S. S.	31,907,741	31,376,383	+ 1.7	177,454,706	169,530,003	+ 4.7
Kress, S. H.	10,396,925	11,212,050	— 7.3	62,876,118	66,810,993	— 5.9
Lane Bryant Inc.	6,564,760	6,395,382	+ 2.6	40,721,891	38,621,350	+ 5.4
[c]Lerner Stores	16,160,714	15,003,347	+ 7.7	76,132,532	72,390,475	+ 5.2
McCrory-McLellan Stores	13,638,367	14,763,983	— 7.6	72,088,737	75,164,768	— 4.1
Melville Shoe	14,731,609	13,233,988	+11.3	74,716,552	65,276,365	+14.1
[d]Miller-Wohl Co.	3,350,199	3,582,502	— 6.5	40,358,491	39,045,410	+ 3.4
Murphy, G. C.	20,149,488	20,033,935	+ 0.6	104,977,466	99,007,295	+ 6.0
National Shirt Shops	1,927,256	2,001,327	— 3.7	8,739,037	9,019,954	— 3.1
Neisner Bros.	5,644,399	5,492,057	+ 2.8	31,727,546	29,202,125	+ 8.6
†Newberry, J. J.	20,167,662	20,482,451	— 1.5	108,778,477	104,169,360	+ 4.4
[c]Penney, J. C.	113,181,366	113,054,598	+ 0.1	505,910,543	497,580,344	+ 1.7
Rose's Stores	3,140,671	3,073,538	+ 2.2	16,036,176	14,716,259	+ 9.0
Spencer Shoe Corp.	1,357,505	1,175,132	+15.5			
[b]Sterchi Bros.	1,745,363	1,654,520	+ 5.5	5,861,204	6,118,519	— 4.2
Western Auto	28,803,000	30,328,000	— 5.0	131,007,000	128,378,000	+ 2.0
White Stores	6,160,018	5,718,620	+ 7.7	26,319,054	24,457,494	+ 7.6
Woolworth, F. W.	73,995,672	70,739,879	+ 4.6	419,958,787	383,397,165	+ 9.5
Group Total	$ 588,419,016	$ 578,947,517	+ 1.6	$2,882,030,928	$2,732,689,613	+ 5.5
Combined Total	$1,498,173,149	$1,469,522,236	+ 1.9	$7,499,248,475	$7,168,780,630	+ 4.6

[a]3 Months. [b]4 Months. [c]5 Months. [d]11 Months. [e]12 Months. †Figures shown include five months sales of Hested Stores Co.

GMA Warns Field of 'Law' Affecting Weights and Ads

NEW YORK, July 19—The Grocery Manufacturers of America has alerted the grocery industry to a "model state law" which recommends that advertising should list the weight and measure of package goods if the retail price is mentioned.

The 45th National Congress on Weights & Measures has revised Section 29 of its "Model State Law on Weights and Measures" to include the following requirement for "advertising packages for sale":

"Whenever a commodity in package form is advertised in any manner and the retail price of such commodity is mentioned, there shall be declared conspicuously in such advertisement the actual weight, measure or count of the contents of the package as is declared on the package."

■ This model law is designed to serve as a uniform guide to states in framing their weights and measures legislation.

In taking issue with the model law, the GMA protested that the listing of weight, measure or count of a package in an ad "would increase the difficulty and time of preparing the ad, clutter its appearance, reduce the number of products advertised in any given space, increase the per unit cost of advertising and thus add to the retail price of food.

"Presumably the rule would extend to tv and radio advertising of both manufacturers and distributors and even to point-of-sale material where price is included—or where blank spaces exist for in-store insertion of price," GMA pointed out. #

Stokely-Van Camp Names Exton Marketing Director

Manning M. Exton has been named director of marketing of the frozen food division of Stokely-Van Camp, San Francisco. Mr. Exton, who joined Stokely-Van Camp last fall from Seabrook Farms Co., will supervise and coordinate all staff connected with sales, advertising, sales promotion, market research, packaging and new product development.

Manning M. Exton

Before joining Seabrook Farms, where he was vp of marketing, Mr. Exton was with General Foods Corp.

Fuller Joins Howard Swink

J. S. Fuller has joined Howard Swink Advertising, Marion, O., as an account executive. Mr. Fuller was formerly an account executive and sales manager of Palm & Patterson, Cleveland.

L. A. Agency Changes Name

Promotional Advertising Inc., Los Angeles, has changed its name to Len Weissman Co. The agency will continue to operate at 9110 Sunset Blvd.

BILL CHANGER—*Nathaniel Leverone, chairman of Automatic Canteen Co. of America, tests its new Bill Changer, acquired when Canteen purchased ABT Mfg. Co. division of Atwood Vacuum Machine Co.*

Automatic Canteen Girds for Ad Drive With First Ad Director, Expansion

By Shirley Ullman

CHICAGO, July 20—Automatic Canteen Co. of America, which in a sudden flurry of activity this month, named its first corporate advertising director and acquired three companies, currently is negotiating for a fourth.

With the acquisitions of the ABT Mfg. Co., a division of Atwood Vacuum Mfg. Co., Rockford; Commercial Discount Corp., commercial financing company, and Nationwide Food Service, Automatic Canteen has embarked on a diversification and expansion program, Nathaniel Leverone, Canteen chairman, said. The company reportedly is negotiating for the purchase of Slater Food Service, another food catering company.

Automatic Canteen, which now has three manufacturing subsidiaries—Automatic Music Inc., Grand Rapids, juke box manufacturer; Rowe Co., New York, and the new ABT subsidiary—"undoubtedly soon will have more," Mr. Leverone told ADVERTISING AGE.

Canteen named its first corporate ad head July 1 with the appointment of William E. Fitzgerald as director of advertising and sales promotion. Mr. Fitzgerald has been with Canteen's Automatic Music subsidiary as ad director for the past 10 years.

■ Nationwide, purchased in a stock transaction amounting to about $4,125,000, puts Canteen full scale into the industrial and institutional feeding business. Nationwide, which utilizes both vending machines and cafeteria operations in plant feeding, was founded by Mr. Leverone in 1948, but he sold his interest in it several years later, he said.

"The trend in industrial feeding," Mr. Leverone said, "is increasingly in the direction of greater automation. Automatic Canteen has been asked to handle more and more complex in-plant feeding operations, and we needed the specialized food-handling techniques which Nationwide brings to us," he said.

■ With the Commercial Discount purchase, a cash transaction amounting to about $1,350,000, Canteen enters the commercial financing field. Mr. Leverone said the acquisition gives Canteen the "means for financing sales of its manufacturing divisions, a need evidenced by sales of Rowe equipment—which have increased 200% since its acquisition in 1955." He added that Canteen now "has a foothold in several important areas of financing in which Commercial Discount has been successful—commercial loans; short-term financing; industrial installment financing for tools and plant expansion; lease financing, and retail store financing."

Commercial Discount Corp. also has a one-half ownership in Commonwealth Savings & Loan Assn., North Hollywood.

■ The ABT Mfg. acquisition gives Automatic Canteen the "first electronic coin and bill changing machine produced from tools and dies," Mr. Leverone said. The ABT Bill Changer rounds out the company's electronics division, he said.

About 200 of the present models are in operation under leasing arrangements. The Bill Changer, which went into production the first of this year after two years of testing in Chicago and other areas, can be designed to handle any denomination of U.S. or foreign currency. The present unit accepts and gives change for $1 bills, but can be designed to handle other denominations of currency by changing the electronic points of contact.

While "so much is going on these days" at Automatic Canteen that it is impossible to outline specifically the Bill Changer's future, the company has "big plans" for the machine, both in leasing or selling to other companies and in its own operations, Mr. Leverone said.

■ One of the likely future possibilities is use in the company's operations in Great Britain, Sweden and Germany, and in Italy and a few other countries, when Automatic Canteen begins operations there in the future.

Mr. Leverone described the Bill Changer as "uncanny." He said he tried "every imaginable way" to beat it, but every time, it rejected bad money and gave correct change for good.

In addition, ABT brings to Canteen prototype models for several "important new vending machines," Mr. Leverone said. One is a new type bottle vending machine. ABT has been a pioneer in the development and manufacture of change makers, totalizers and electronic coin and currency-handling equipment, he said.

The ABT purchase involved an exchange of stock "amounting to less than $5,000,000."

■ Mr. Fitzgerald told ADVERTISING AGE it is too soon after his taking over the new Canteen ad post to speak specifically of ad plans. The company has done little corporate advertising since it named Campbell-Mithun as its first agency in 1957.

Canteen's subsidiaries together currently are spending more than $400,000 yearly in advertising. Automatic Music spends more than $200,000 annually in trade publications and collateral materials through Wallace-Blakeslee, Grand Rapids. Rowe Mfg. Co., through Ben Smith Advertising, New York, spends about $150,000. ABT spends about $50,000 through E. R. Hollingsworth & Associates, Rockford.

Commercial Discount Corp., which spends less than $75,000 a year in promotion, is handled by Meyer-Both Co., Chicago. Nationwide Food does not have an agency.

■ Automatic Canteen, founded by Mr. Leverone with the modest sum of $30,000 in 1929—in the days when vending machines were called "slot machines"—has grown to be the titan in the field today. Sales and other operating income in 1959 were $140,400,000, almost seven times sales of $21,000,000 in 1947.

It was quite by accident that Mr. Leverone became "boiling mad" one day back in 1928, angry enough to try to "do something" about the vending machine business of that day. A young business man, he was standing on a Chicago El platform waiting for a train, having just missed one. To while away the time, he put a penny in a scale and got a reading of 100 lbs. He tried a second scale and found he weighed 200 lbs. (Actually he weighed near the median of the two figures.) Next he put a coin in the gum machine, which returned neither the gum nor the penny. He tried the peanut machine, which ejected a number of inedible objects, and when he tried the candy machine, the coin stuck.

"When my train finally came," he said, "I was seeing red and decided to do something about it."

■ He and a group of business friends studied the vending machine situation for a year, and in 1929 founded Automatic Canteen.

Among the first problems to solve was what to do when a machine was empty. Most machines continued to accept money after the machine was empty. The manufacturers told Mr. Leverone there was no way to overcome this. But he consulted an engineer friend, who developed a simple device which stopped the machine from accepting a coin when it was empty. Today, most machines have coin returns. #

Convention Sponsors Report Feeling Little Reaction to Democrats' Ad Criticism

(Continued from Page 2)

four-month campaign; (2) stocks of some of the tv featured models in laundry equipment, a slow moving category in recent months, have been depleted at the manufacturing and wholesale level; and (3) dealer reports on satisfactory sales and the compiling of an impressive list of new prospects lured in by the tray offer.

Mr. Witting said that convention sponsorship, which has a heavy impact on a large segment of the population, has over the years had a great carryover effect for Westinghouse. This is particularly true, he said, in terms of the general Westinghouse image left in the minds of the audience.

As to the Democratic orators who criticized advertising, Mr. Witting dismissed this lightly with the suggestion that these same speakers all had undoubtedly used advertising in their campaigns at one time and would again.

■ Edward Gelsthorpe, vp and director of marketing for Bristol-Myers, is not sorry that Bufferin (Y&R) was one of the convention sponsors on NBC-TV. He considers thc meeting was a good advertising buy for Bristol-Myers. He did not recall the specific cracks made against advertising in Los Angeles until a reporter reminded him.

• *Look* magazine, co-sponsor on NBC-TV—Harold Webber, vp of Cowles Magazines (McCann-Erickson), said: "We, in common with other enlightened people, regret exceedingly the completely gratuitous and unfair attacks that were made against advertising, but we hope and believe that most viewers simply chalked the attacks up to campaign oratory and didn't associate them with the sponsors of the convention. We are not sorry we bought."

• Brown & Williamson—(Ted Bates & Co.) had no comment on the political question. Its advertising department says it is currently in the process of making a "thorough evaluation" of the buy, but it says preliminary reports show that NBC-TV attained the largest share of audience and "on this basis we are pleased with this purchase."

• Lee Marshall, account executive at Keyes, Madden & Jones, Chicago, on the Field Enterprises Educational Corp. account, told Advertising Age he did not feel the references toward advertising by the convention speakers hurt his account, which co-sponsored the NBC-TV coverage.

Mr. Marshall said that any unfavorable reaction would be certain to be reflected through the 50,000 representatives the company has in the field, and no indignation was reported.

• H. C. Carden, vp and director of advertising and public relations for the Mutual Benefit Health & Accident Assn., Omaha (Bozell & Jacobs), which has a portion of the ABC-TV coverage, said: "We were unhappy" about the unfavorable references to advertising, "but we were more unhappy with the platform references to compulsory health insurance." He said the company plans no protest action concerning the Democrats' attacks on advertising. He indicated rebuttal to the health insurance plank will come through national health insurance associations.

• W. C. Michel, exec vp of 20th-Century Fox Film Corp. (Charles Schlaifer & Co.), one of the sponsors on ABC-TV, said that, despite the criticisms, he still felt that the convention served as an effective advertising vehicle for his company. He said, "This was the first time that a motion picture was advertised nationally on television. As such it created a good deal of comment and set the two pictures we're advertising ("From the Terrace" and "The Lost World"), on a high level.

"The comments were mostly against Madison Avenue and advertising, and we don't take that too seriously. It probably would be the agencies that would take umbrage at the remarks rather than the advertisers," he concluded.

• Charles Hackett, executive assistant in public relations for Du Pont (Batten, Barton, Durstine & Osborn), who didn't watch the telecasts, didn't wish to comment on the handling of the convention and pointed out that Du Pont did not buy the convention as such, but merely dropped in six commercials which would have run on programs regularly scheduled in those time periods.

• S. C. Johnson & Son, Racine (Foote, Cone & Belding), declined to comment.

• James J. Cassidy, vp of Hill & Knowlton, public relations counsel for Avco Corp. (Benton & Bowles), sponsor on ABC-TV said: "The content of the conventions' programs or opinions that might be expected to be voiced by participants were at no time a consideration in Avco Corp.'s decision to sponsor ABC-TV's coverage of the Democratic and Republican national conventions."

• Charles Dentinger, advertising manager of the Mennen Co. (Warwick & Legler), co-sponsor on ABC Radio and NBC Radio, said that he hadn't heard any of the slurs made against Madison Avenue, but had been told that there were such comments. He added that none of his associates at the company have shown any concern over the remarks and he still considered that it had been an excellent buy. "In the toiletries business, you can't tell this quickly" if the criticisms will effect sales, he pointed out. "Not only our own people, but consumers as well, were aware that we were advertisers" on the two networks.

Mr. Dentinger said that politicians had made remarks against the advertising business before the convention, but that didn't stop Mennen from buying radio coverage of both conventions and election eve.

• Howard Anderson, product manager of Lipton Tea, said he was very pleased with the Lipton commercials on the NBC telecast of the convention. He did not feel that Lipton tea has been hurt by the program content of the telecasts.

A check of the three networks showed a unanimous reaction—none had received any comment from sponsors evincing concern about the criticism of advertising at the convention. #

SOLD AMERICAN—*Admiral Corp. counters the invasion of Japanese electronic items by stressing American quality on cartons for its products. This is a portion of a carton used for Admiral's small transistor radio.*

Admiral Combats 'Invasion' with $10 Radio, Ads

(Continued from Page 3)

says: "See your Admiral dealer for quality all-American transistor radios and tv."

In addition, Admiral has begun imprinting cartons for all its electronic products with such lines as "Made by American craftsmen," and "Made with guaranteed quality American components." These lines have been used on the Admiral vest pocket transistor radio cartons for four or five months.

■ Also under consideration at Admiral is the insertion of a "made in America" or "buy American" line in all of its print advertising.

Marty Sheridan, public relations director at Admiral, said the program is designed not only to point out the value of American craftsmenship and equipment, but to appeal to buyers on a patriotic level.

M. Frank Darling, president and business manager of Local 1031, International Brotherhood of Electrical Workers, said the number of employed members in his local has dropped 14,000 in the last three years.

Local 1031—largest in the U.S. with some 42,000 members—ran a 26-week series of spots on WGN Radio recently, urging people to buy American-made goods and support U.S. industry. #

Ad Assn. of West Protests Slurs at Demo Convention

(Continued from Page 2)

of Idaho, and some others. They feel that such statements reflect unfairly on the profession of advertising.

"Advertising importance in our economy, as well as its many services not only to business but to the government and to countless public service programs, is widely recognized.

■ "We refer to such statements as 'Madison Avenue takes charge'; 'barrage of bland ballyhoo'; 'government run by hucksters,' and like expressions used by certain writers and often erroneously identified with the advertising profession, which reflect unfairly on the thousands of honest and sincere workers in advertising.

"These references seem to us to be below the dignity of such a representative group as your committee, and on such an important occasion as nominating proposed leaders of our government.

"We in advertising are dedicated to good government and we wish the Democratic National Committee, and all others seeking to help our people select new leadership, the fullest opportunities to tell their story. Advertising is certain to be employed in many directions and in every kind of media in carrying messages of candidates and their position to the public. Organized groups, such as ours, are dedicated to truth and good taste in advertising and we resist with all our power any misuses, just as on this occasion we feel compelled to speak our feelings to you because we firmly believe that such statements do not represent the work or the attitudes of most of the workers in advertising.

■ "Advertising people are everywhere throughout the land. They are putting their services to work in selling goods, which keeps our country's economy moving; also putting it to work in presenting the merits of candidates for election. In the Democratic National Committee, and associated with you, are many people who have been extremely prominent in the field of advertising, such as Mr. Chester Bowles, Mr. William Benton, Mr. Charles Brown, Mr. Walter Guild and others.

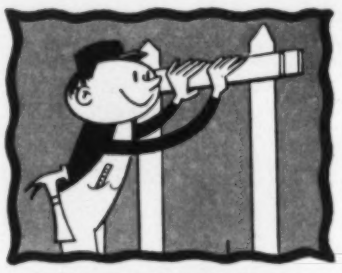
"Such remarks are an affront to men of this caliber, as they are to men of similar capacity, but sponsoring other candidates. We believe that a great difference between the American system and that of the Soviet is that we have available the power of advertising, which allows anyone to tell his story.

"We believe that you will appreciate our bringing this to your attention. We also wish to say that it is our hope that all media will be entirely fair in bringing out the issues relating to the various candidates, so that the public may have the most complete information." #

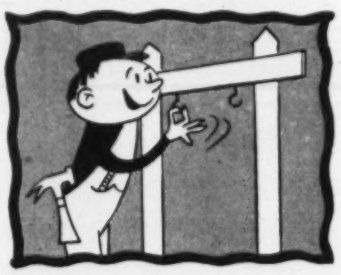
Y&R Names Three

Stephen Frankfurt, a supervisor of art, copy and production at Young & Rubicam, New York, has been named a vp, in charge of special projects. Dermott McCarthy, a copy supervisor in New York, has been named a copy director and a vp. Leland Davis, formerly group copy head of N. W. Ayer & Son, Philadelphia, has joined Y&R's Los Angeles office as associate copy director.

Far-Reaching!



Yep, gonna build a motel right here.



Sure, we plan to advertise

on WCSH-TV

Besides this fellow, there are 263 other local and national advertisers who know what to expect from SIX's "Far-Reaching Effect."

If you don't already know, ask your Weed TV man about our 6 straight years of surveys.

WCSH-TV 6 NBC for PORTLAND MAINE

MAINE BROADCASTING SYSTEM

WCSH-TV 6, Portland WLBZ-TV 2, Bangor
WCSH Radio, Portland
WLBZ Radio, Bangor WRDO Radio, Augusta

We'll Crack this for You!

MILWAUKEE MARKET

John Frederick
ADVERTISING Inc.
11219 W. BLUE MOUND ROAD
MILWAUKEE 13, WISCONSIN
SPRING 4-0620

SALES BOOSTER: WESTERN UNION ADVERTISING DISTRIBUTION SERVICE!

Catalogues delivered . . . displays set up . . . ad reprints distributed . . . this is the kind of quick, personal distribution service that helps boost sales . . . and it's exactly what you get from Western Union Distribution Service. Whatever it is . . . we'll get it there . . . pronto!

Wire us collect for the full story. Address: Western Union, Special Service Division, Department 8-A, New York, New York.

WESTERN UNION

SPECIAL SERVICES

THE CHRONICLE MEANS THE WEST

Represented by Sawyer Ferguson Walker